

PSYCHOLOGY

(8th Edition)

David Myers

PowerPoint Slides

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Sensation

Chapter 5

Sensation

Sensing the World: Some Basic Principles

- Threshold
- Sensory Adaptation

Vision

- The Stimulus Input: Light Energy
- The Eye

Sensation

Vision

- Visual Information Processing
- Color Vision

Hearing

- The Stimulus Input: Sound Waves
- The Ear
- Hearing Loss and Deaf Culture

Sensation

Other Important Senses

- Touch
- Taste
- Smell
- Body Position and Movement

Sensation & Perception

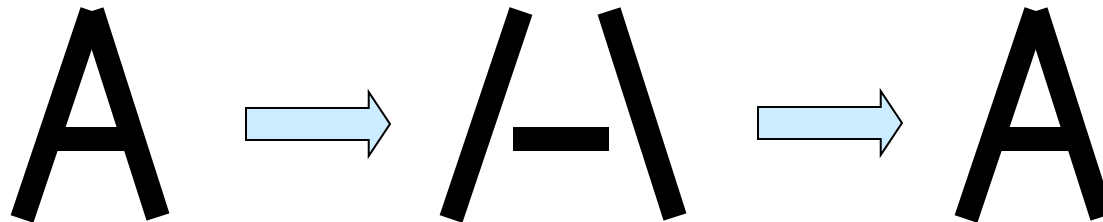
How do we construct our representations of the external world?

To represent the world, we must detect physical energy (a stimulus) from the environment and convert it into neural signals. This is a process called **sensation**.

When we select, organize, and interpret our sensations, the process is called **perception**.

Bottom-up Processing

Analysis of the stimulus begins with the sense receptors and works up to the level of the brain and mind.



Letter “A” is really a black blotch broken down into features by the brain that we perceive as an “A.”

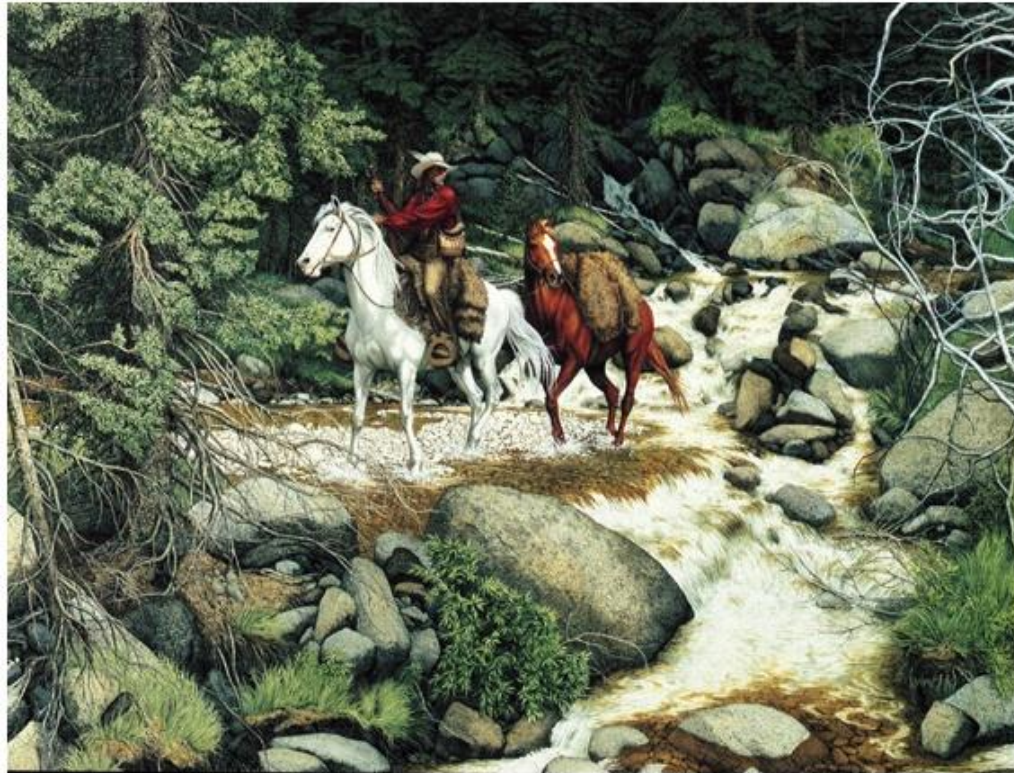
Top-Down Processing

Information processing guided by higher-level mental processes as we construct perceptions, drawing on our experience and expectations.

THE CAT

Making Sense of Complexity

Our sensory and perceptual processes work together to help us sort out complex images.



"The Forest Has Eyes," Bev Doolittle

Sensing the World

Senses are nature's gift that suit an organism's needs.

A frog feeds on flying insects; a male silkworm moth is sensitive to female sex-attractant odor; and we as human beings are sensitive to sound frequencies that represent the range of human voice.

Exploring the Senses

1. What stimuli cross our threshold for conscious awareness?
2. Could we be influenced by stimuli too weak (subliminal) to be perceived?
3. Why are we unaware of unchanging stimuli, like a band-aid on our skin?

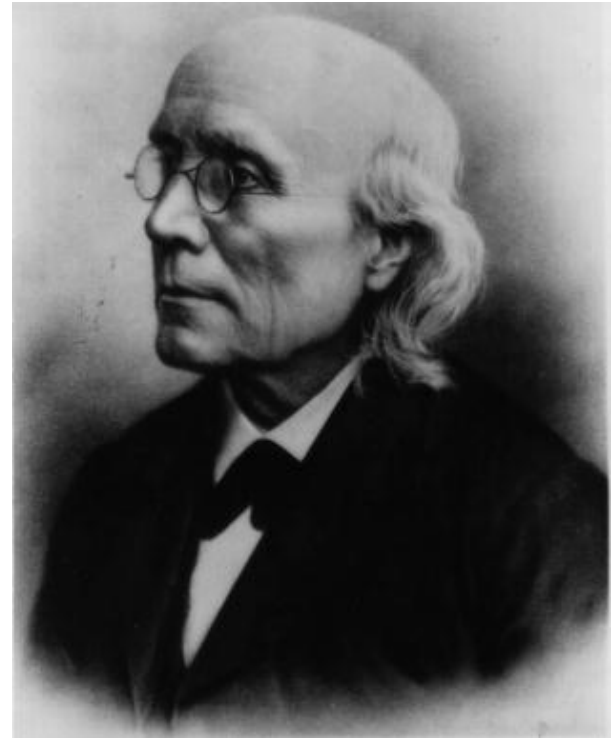
Psychophysics

A study of the relationship between physical characteristics of stimuli and our psychological experience with them.

Physical World	Psychological World
Light	Brightness
Sound	Volume
Pressure	Weight
Sugar	Sweet

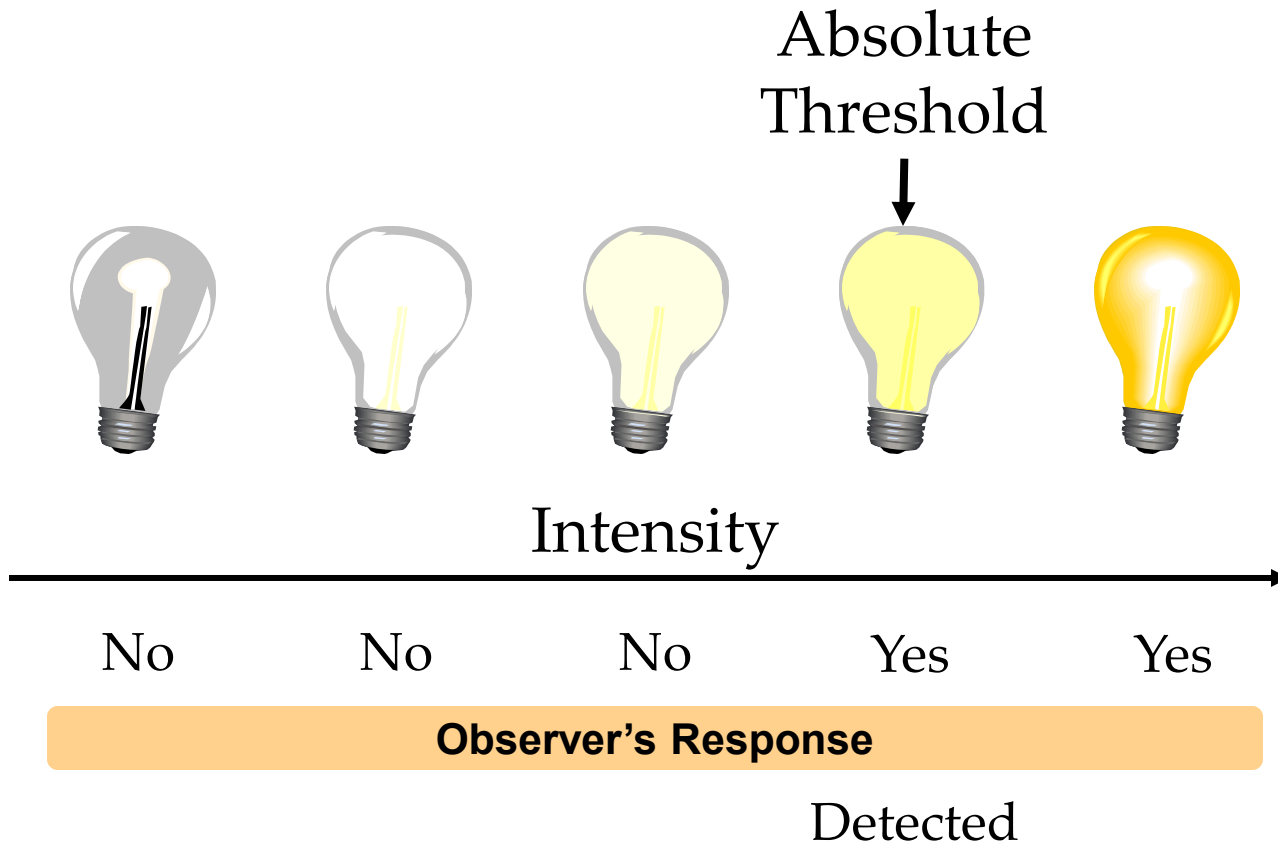
22nd October 1850

A relative increase in
mental intensity,
[Fechner] realized,
might be measured in
terms of the relative
increase in physical
energy required to
bring it about
(Wozniak, 1999).



Gustav Fechner
(1801-1887)

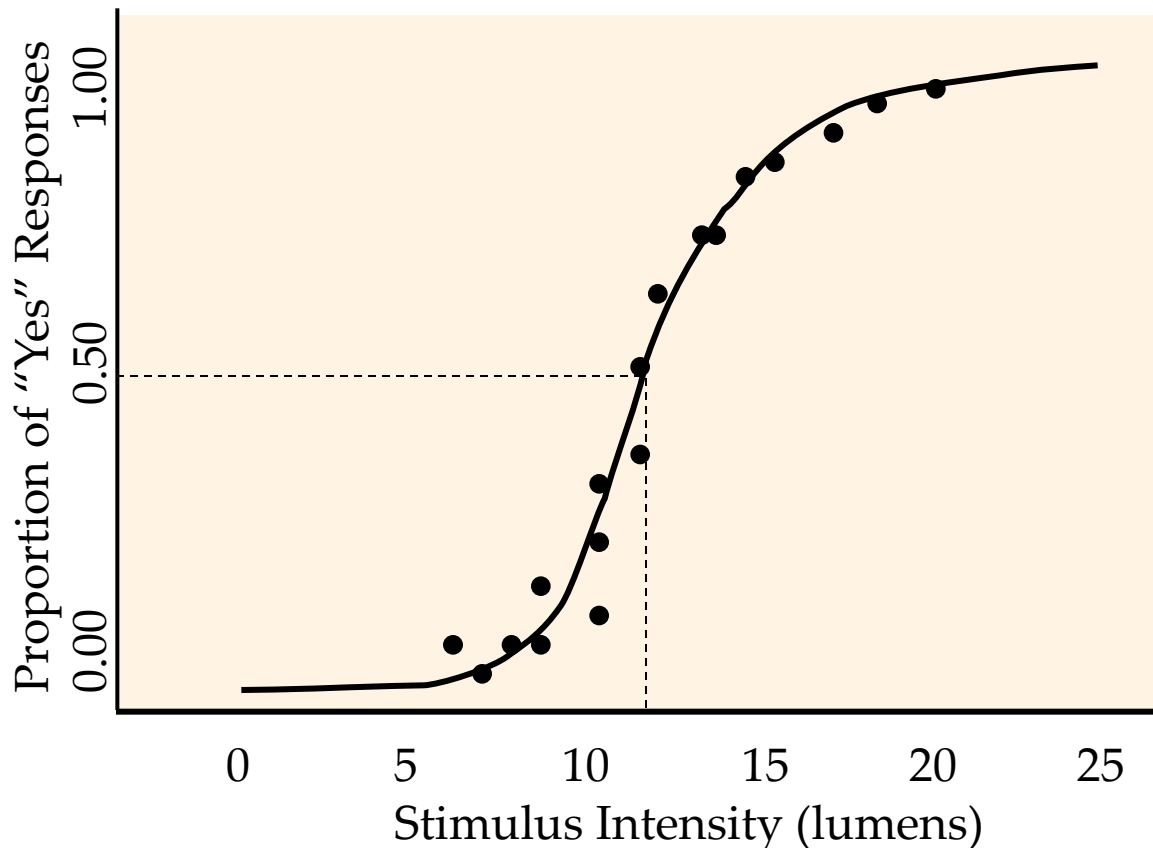
Detection



Tell when you (the observer) detect the light.

Thresholds

Absolute Threshold: Minimum stimulation needed to detect a particular stimulus 50% of the time.



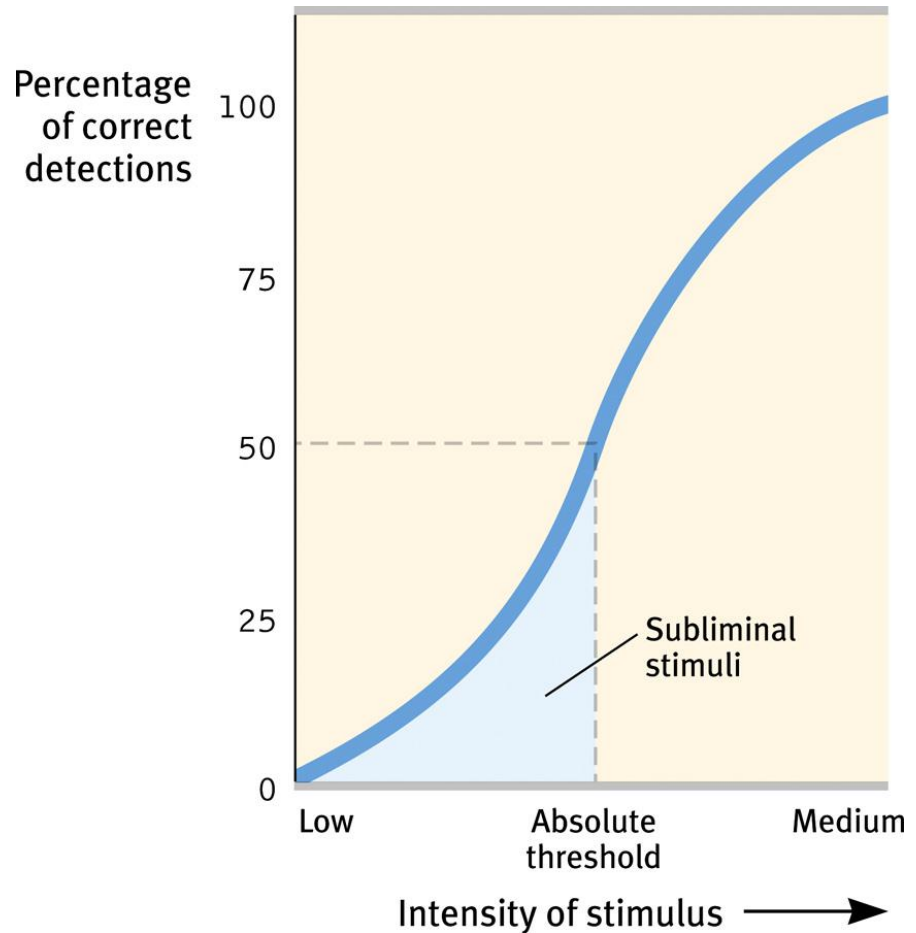
Subliminal Threshold

Subliminal Threshold:

When stimuli are below one's absolute threshold for conscious awareness.

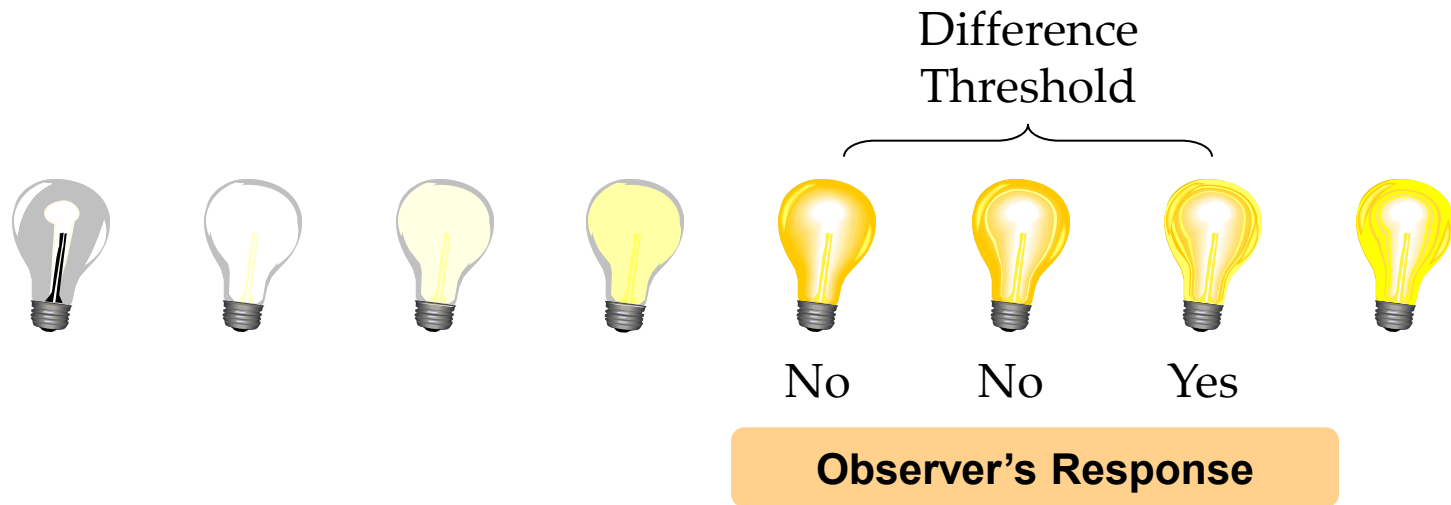


Kurt Scholz/ Superstock



Difference Threshold

Difference Threshold: Minimum difference between two stimuli required for detection 50% of the time, also called just noticeable difference (JND).



Tell when you (observer) detect a difference in the light.

Weber's Law

Two stimuli must differ by a constant minimum percentage (rather than a constant amount), to be perceived as different. Weber fraction: $k = \delta I/I$.

Stimulus	Constant (k)
Light	8%
Weight	2%
Tone	3%

Signal Detection Theory (SDT)

Predicts how and when we detect the presence of a faint stimulus (signal) amid background noise (other stimulation). SDT assumes that there is no single absolute threshold and detection depends on:

Person's experience
Expectations
Motivation
Level of fatigue



Carol Lee/ Tony Stone Images

SDT Matrix

The observer decides whether she hears the tone or not, based on the signal being present or not. This translates into four outcomes.

		Decision	
		Yes	No
Signal	Present	Hit	Miss
	Absent	False Alarm	Correct Rejection

Sensory Adaptation

Diminished sensitivity as a consequence of constant stimulation.

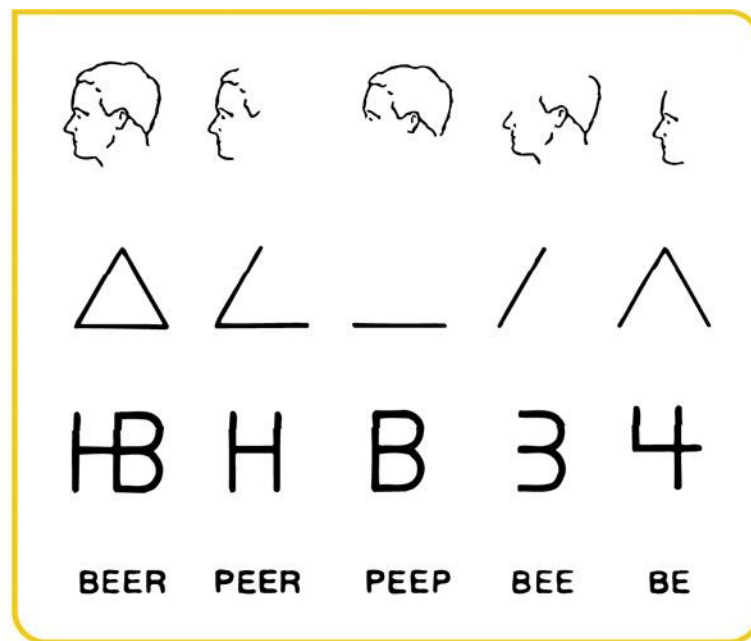


Put a band aid on your arm and after awhile you don't sense it.

Now you see, now you don't



(a)



(b)

Vision

Transduction

In sensation, the transformation of stimulus energy into neural impulses.

Phototransduction: Conversion of light energy into neural impulses that the brain can understand.

The Stimulus Input: Light Energy

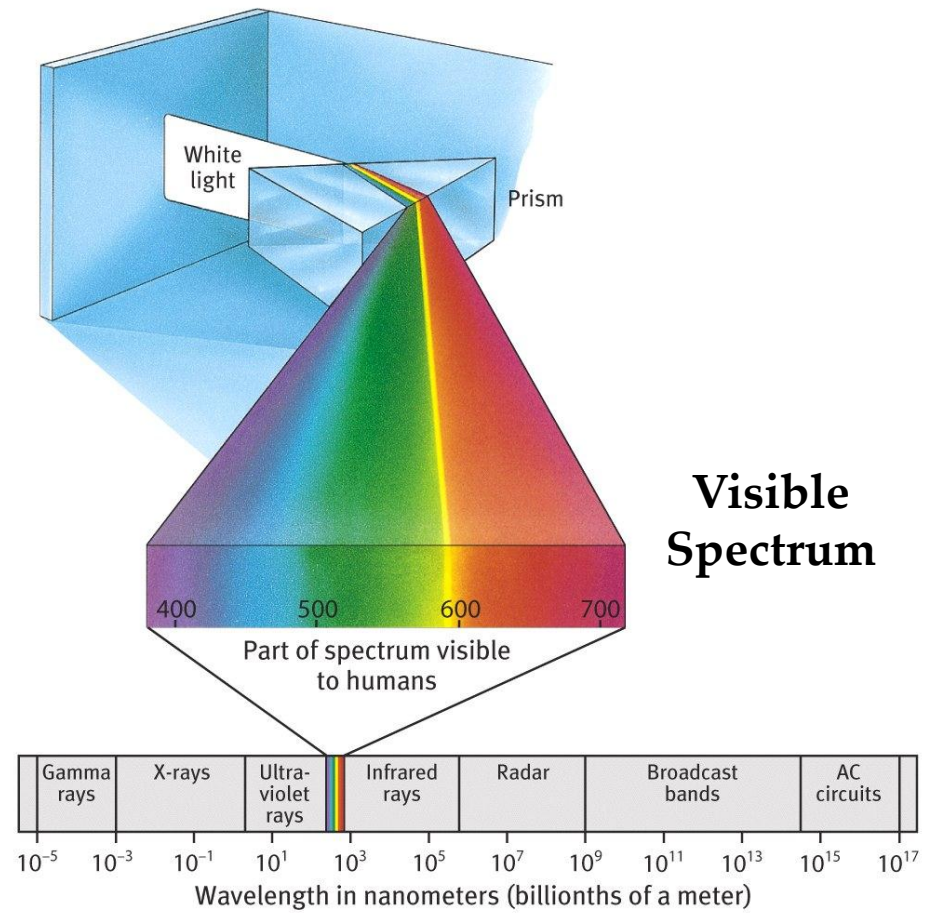


Human eye



Bee's eye

Both Photos: Thomas Eisner



Light Characteristics

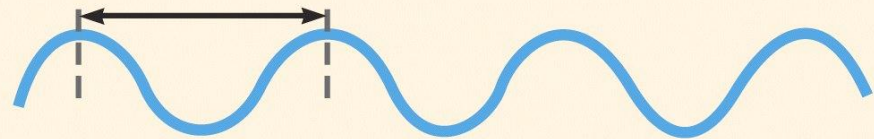
1. Wavelength (hue/color)
2. Intensity (brightness)
3. Saturation (purity)

Wavelength (Hue)

Hue (color) is the dimension of color determined by the wavelength of the light.

Wavelength is the distance from the peak of one wave to the peak of the next.

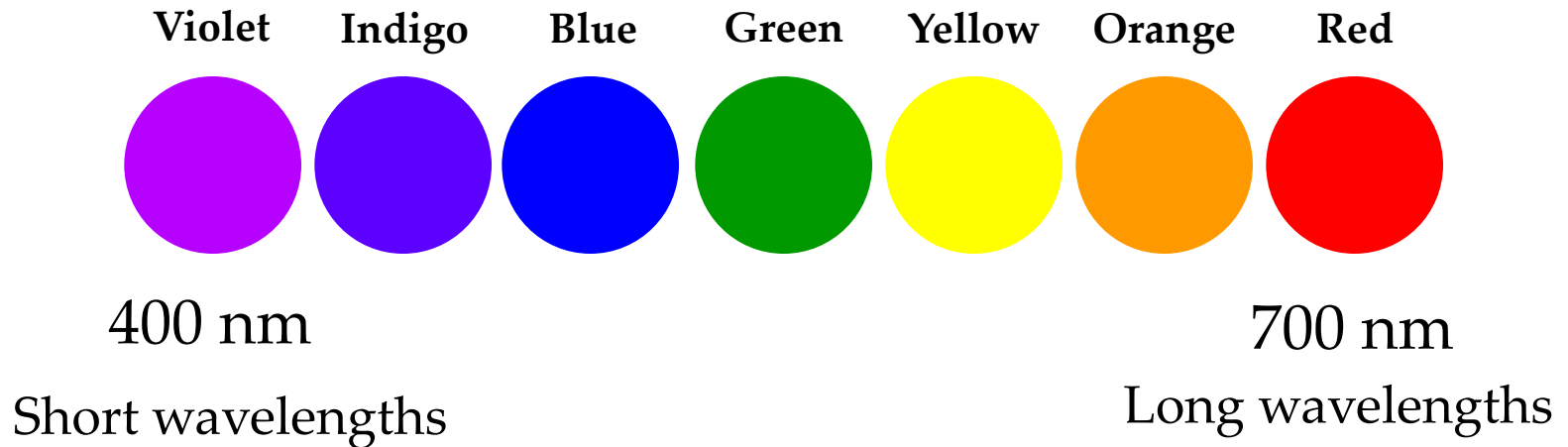
Short wavelength = high frequency
(bluish colors, high-pitched sounds)



Long wavelength = low frequency
(reddish colors, low-pitched sounds)



Wavelength (Hue)



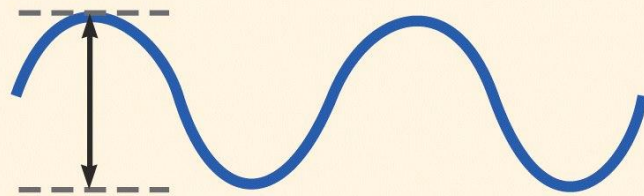
Different wavelengths of light result
in different colors.

Intensity (Brightness)

Intensity

Amount of energy in a wave determined by the amplitude. It is related to perceived brightness.

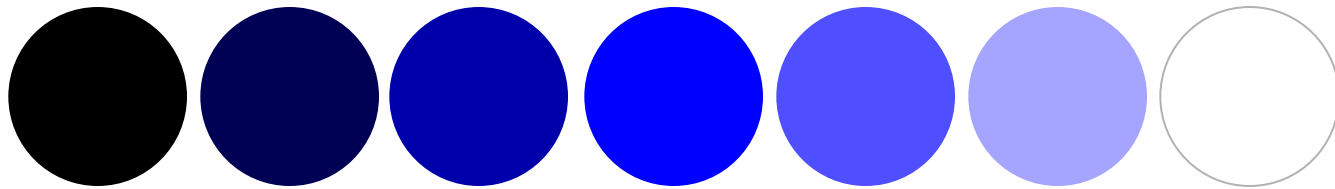
Great amplitude
(bright colors, loud sounds)



Small amplitude
(dull colors, soft sounds)

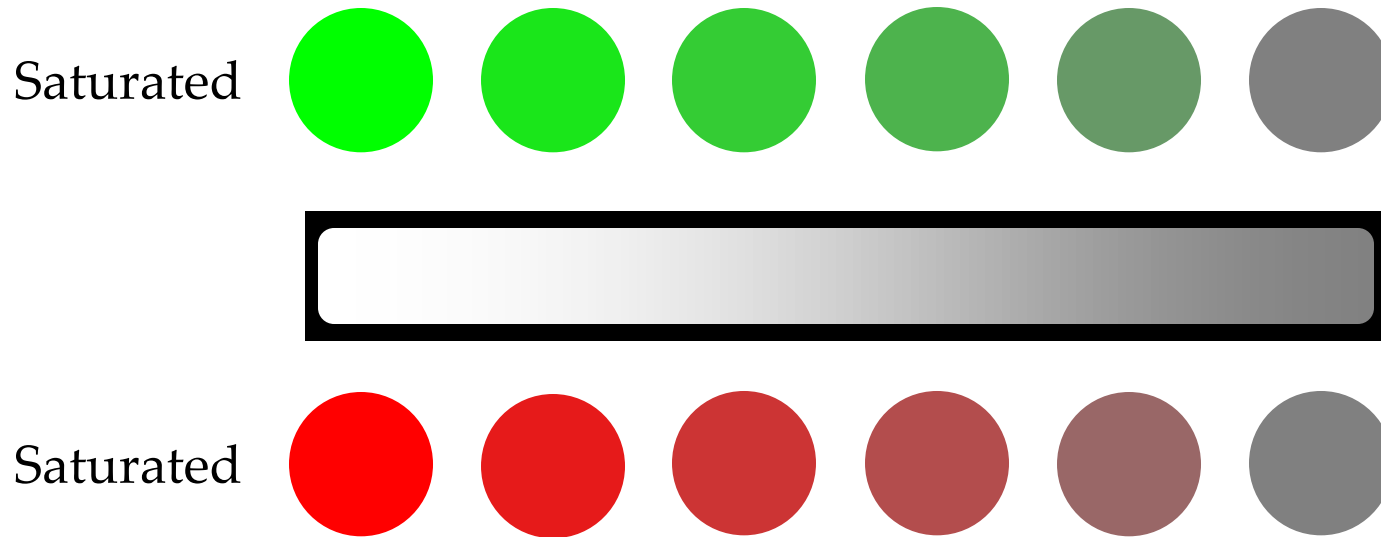


Intensity (Brightness)



Blue color with varying levels of intensity.
As intensity increases or decreases, blue color
looks more “washed out” or “darkened.”

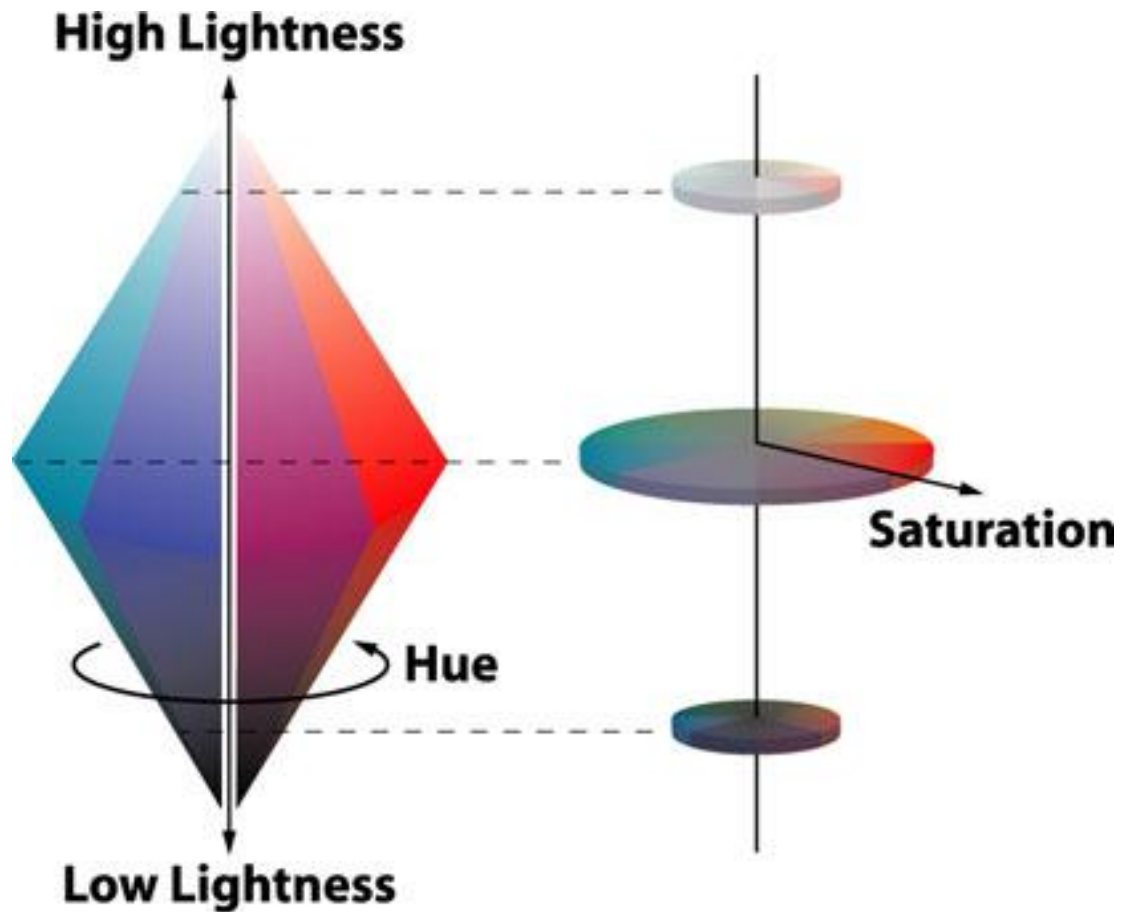
Purity (Saturation)



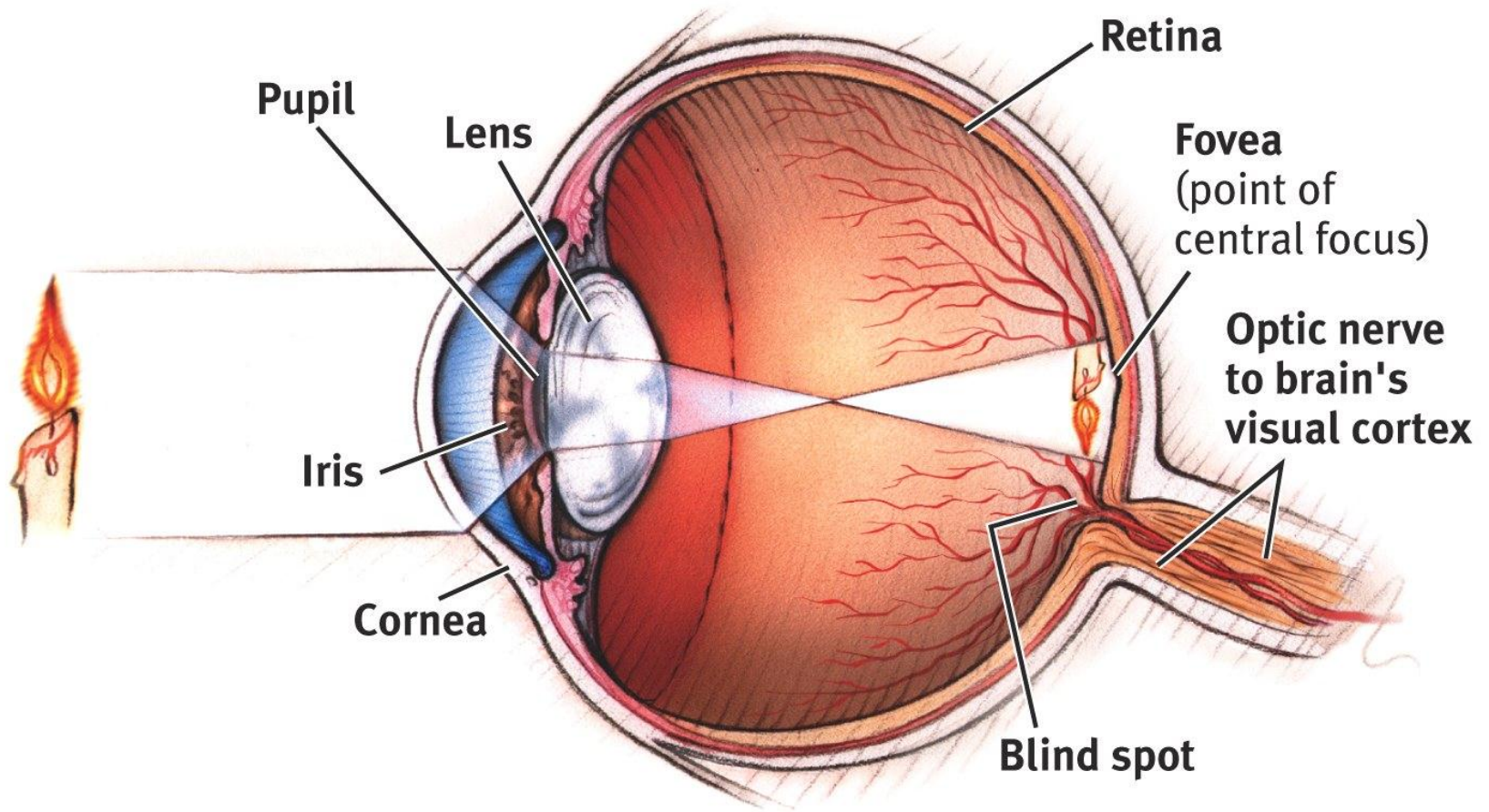
Monochromatic light added to green and red makes them less saturated.

Color Solid

Represents all three characteristics of light stimulus on this model.



The Eye

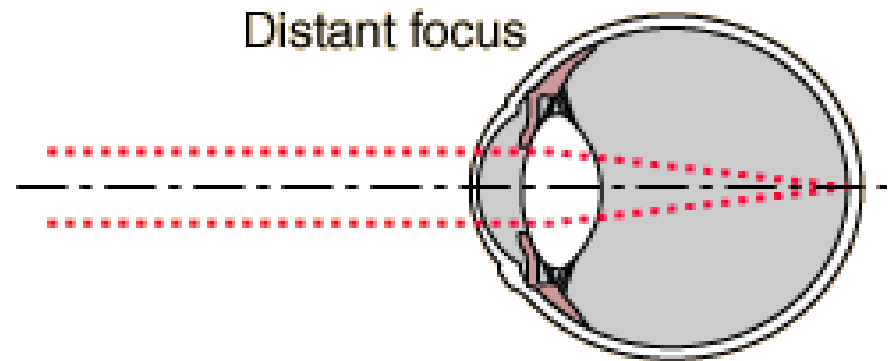


Parts of the eye

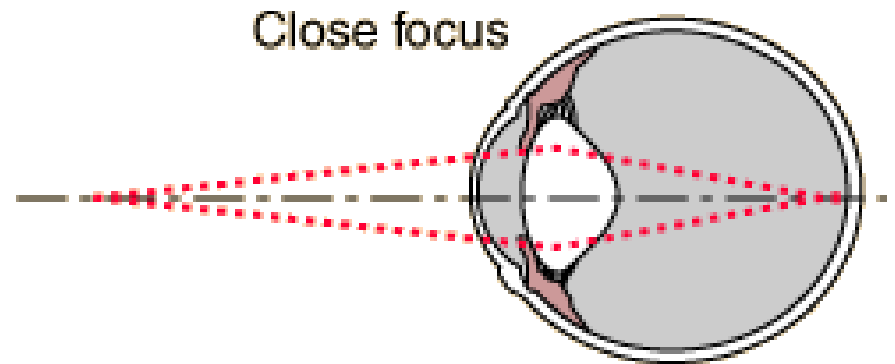
1. **Cornea:** Transparent tissue where light enters the eye.
2. **Iris:** Muscle that expands and contracts to change the size of the opening (pupil) for light.
3. **Lens:** Focuses the light rays on the retina.
4. **Retina:** Contains sensory receptors that process visual information and sends it to the brain.

The Lens

Lens: Transparent structure behind the pupil that changes shape to focus images on the retina.

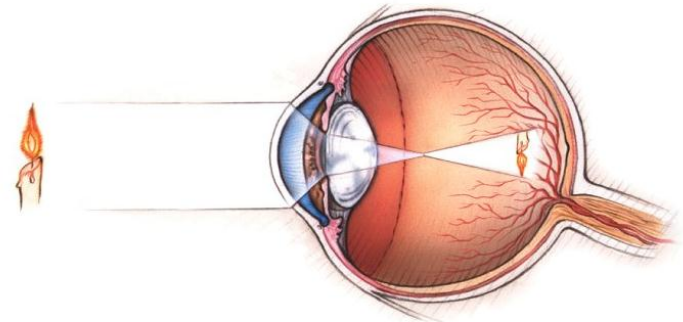


Accommodation: The process by which the eye's lens changes shape to help focus near or far objects on the retina.



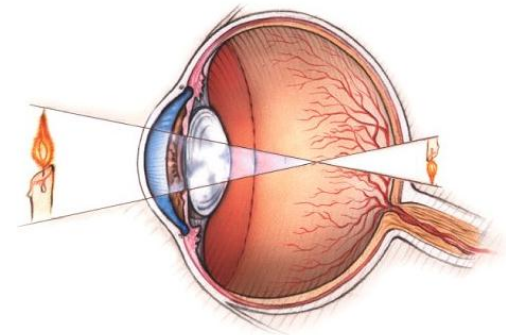
The Lens

Nearsightedness: A condition in which nearby objects are seen more clearly than distant objects.



Nearsighted vision

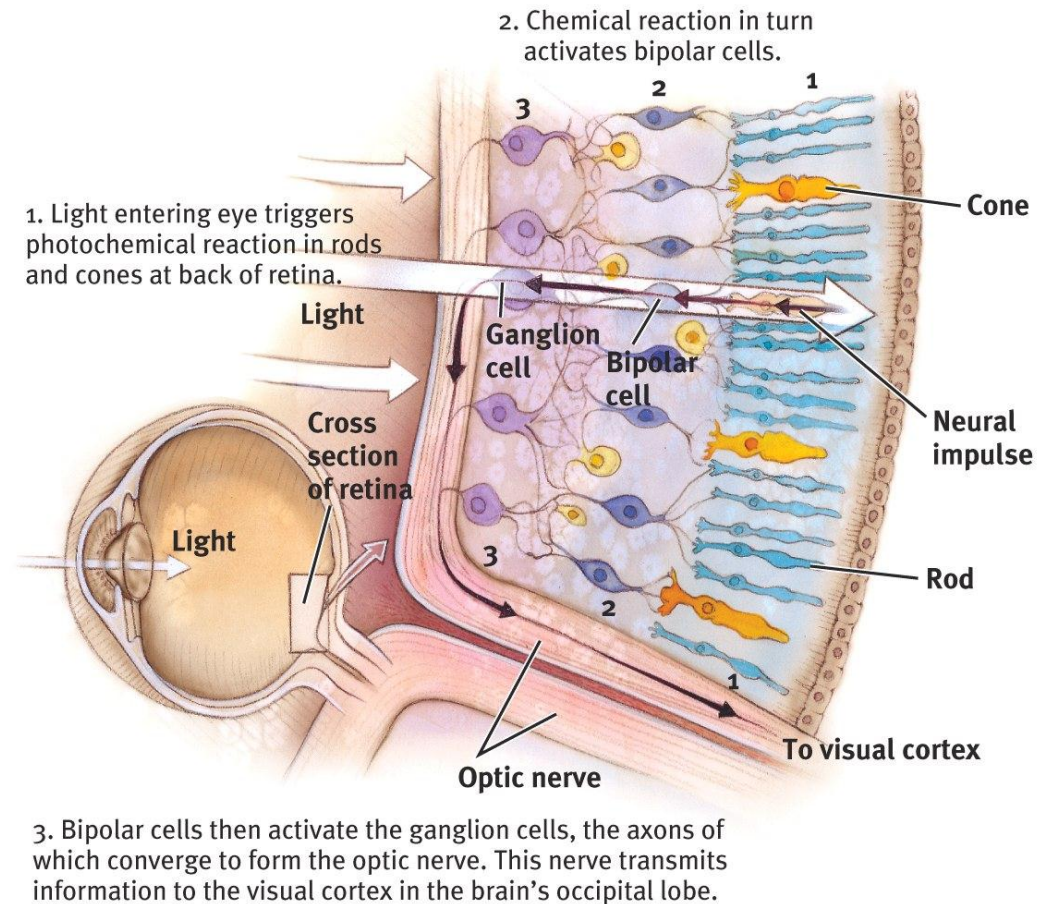
Farsightedness: A condition in which faraway objects are seen more clearly than near objects.



Farsighted vision

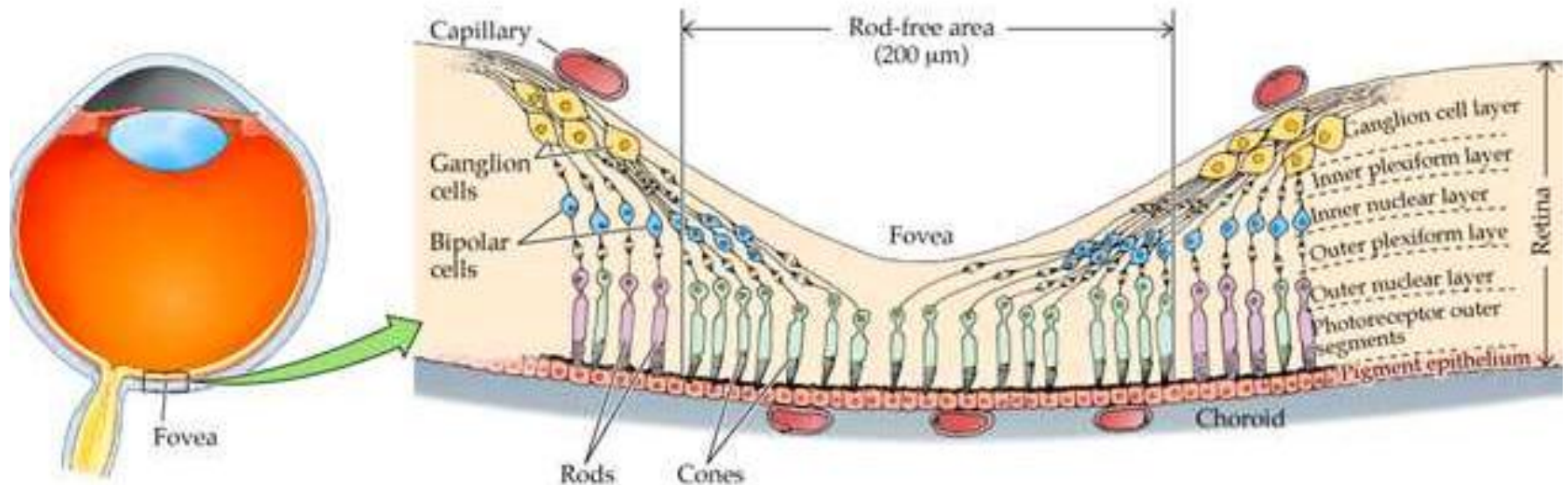
Retina

Retina: The light-sensitive inner surface of the eye, containing receptor rods and cones in addition to layers of other neurons (bipolar, ganglion cells) that process visual information.



Optic Nerve, Blind Spot & Fovea

Optic nerve: Carries neural impulses from the eye to the brain. **Blind Spot:** Point where the optic nerve leaves the eye because there are no receptor cells located there. This creates a blind spot. **Fovea:** Central point in the retina around which the eye's cones cluster.

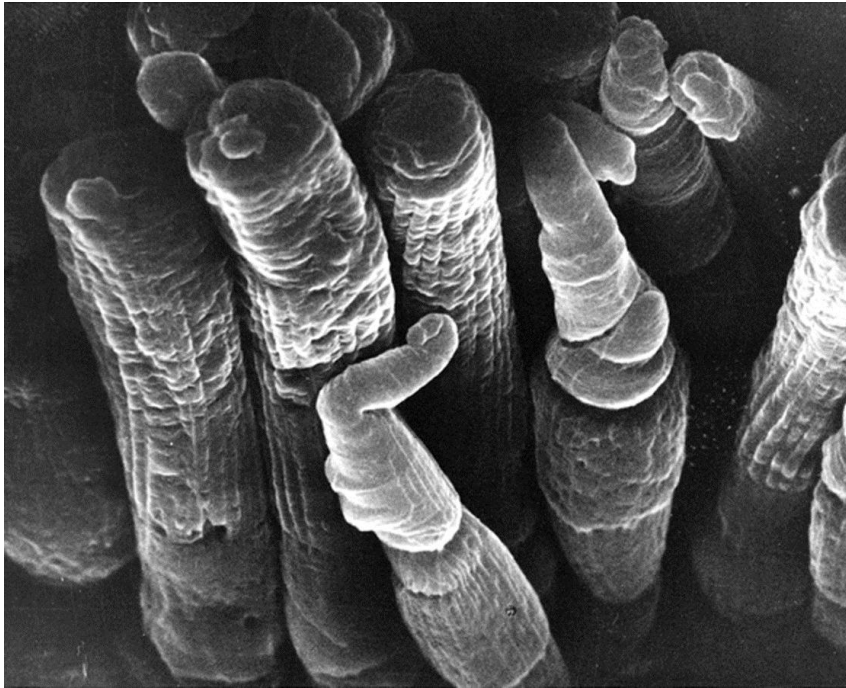


Test your Blind Spot

Use your textbook. Close your left eye, and fixate your right eye on the black dot. Move the page towards your eye and away from your eye. At some point the car on the right will disappear due to a blind spot.



Photoreceptors



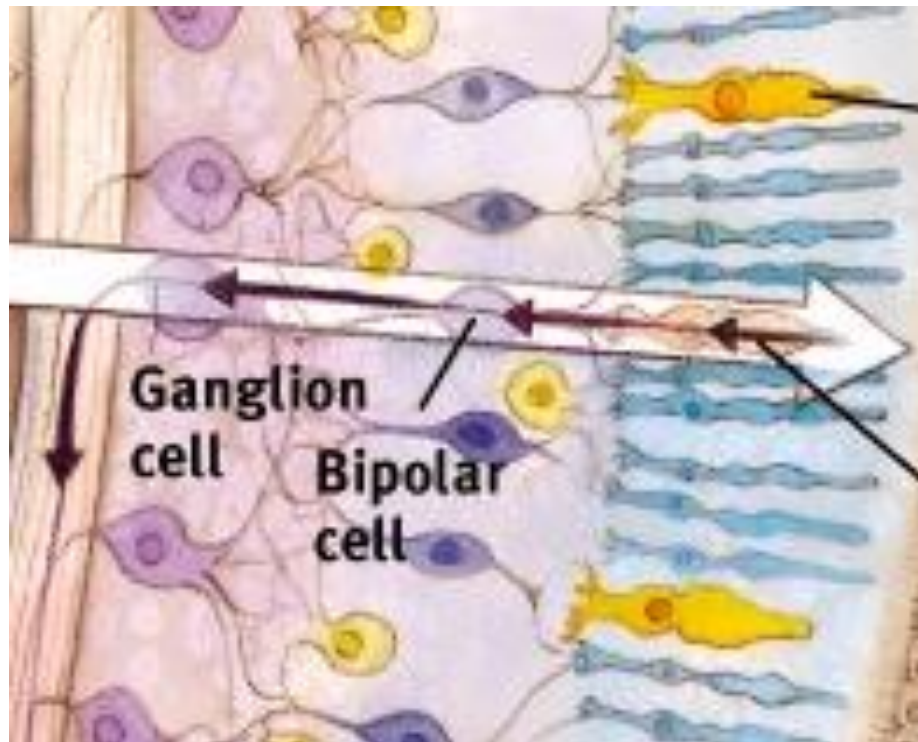
E.R. Lewis, Y.Y. Zeevi, F.S Werblin, 1969

RECEPTORS IN THE HUMAN EYE

	Cones	Rods
Number	6 million	120 million
Location in retina	Center	Periphery
Sensitivity in dim light	Low	High
Color sensitive?	Yes	No
Detail sensitive?	Yes	No

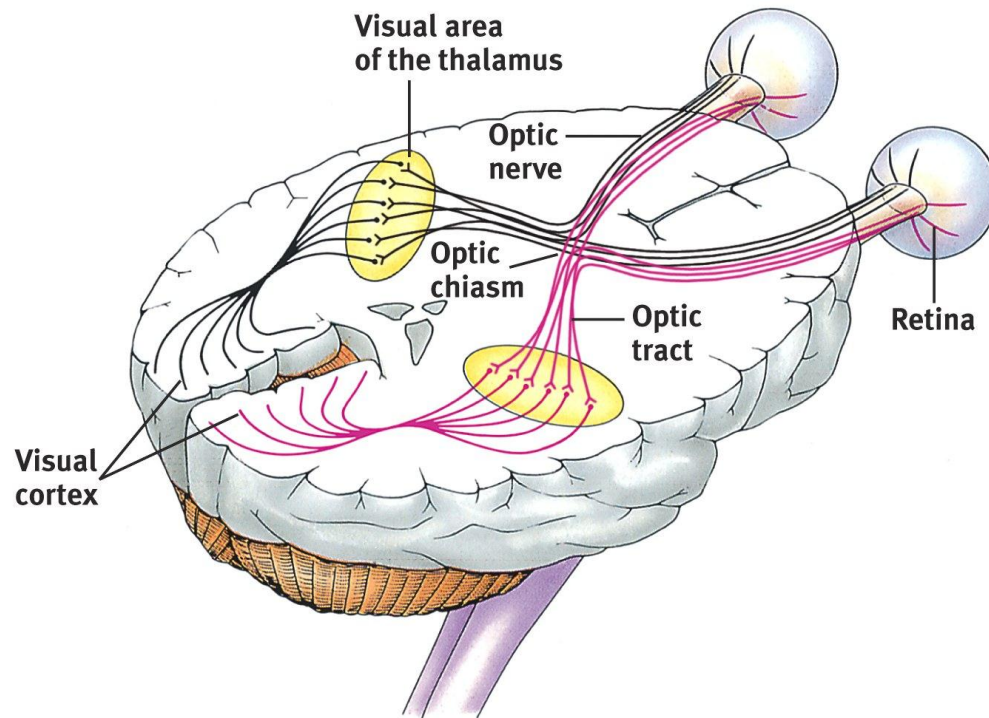
Bipolar & Ganglion Cells

Bipolar cells receive messages from photoreceptors and transmit them to ganglion cells, which are for the optic nerve.



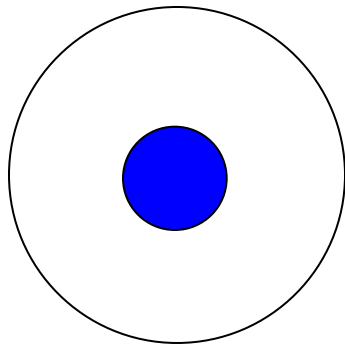
Visual Information Processing

Optic nerves connect to the thalamus in the middle of the brain, and the thalamus connects to the visual cortex.

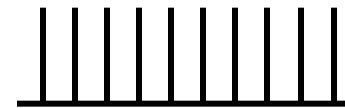
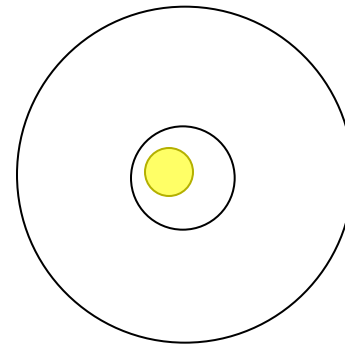


Ganglion & Thalamic Cells

Retinal ganglion cells and thalamic neurons break down visual stimuli into small components and have receptive fields with center-surround organization.



ON-center OFF-Surround

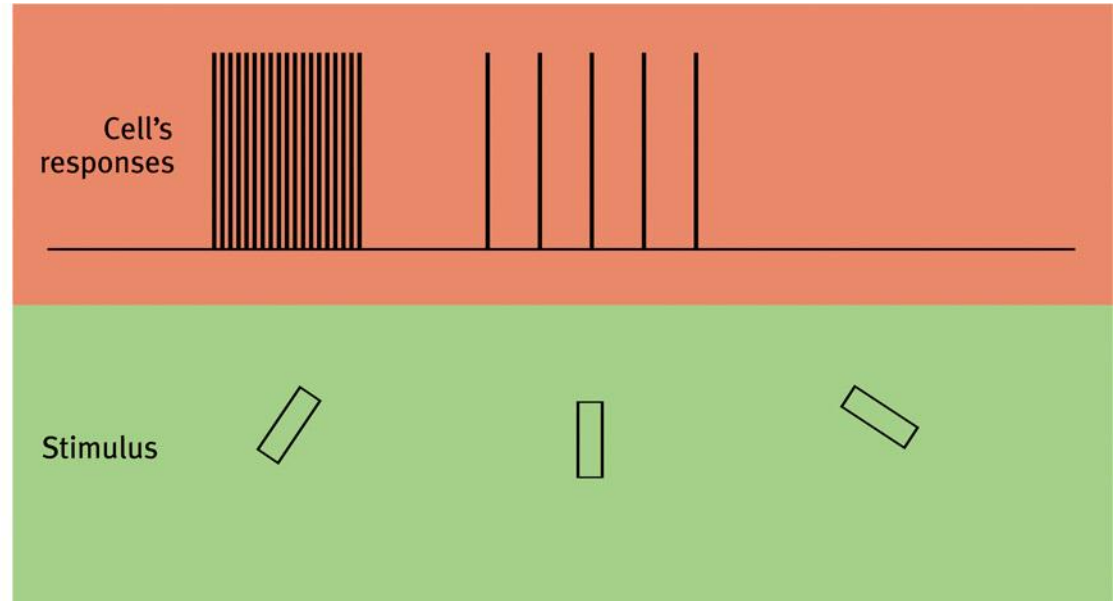
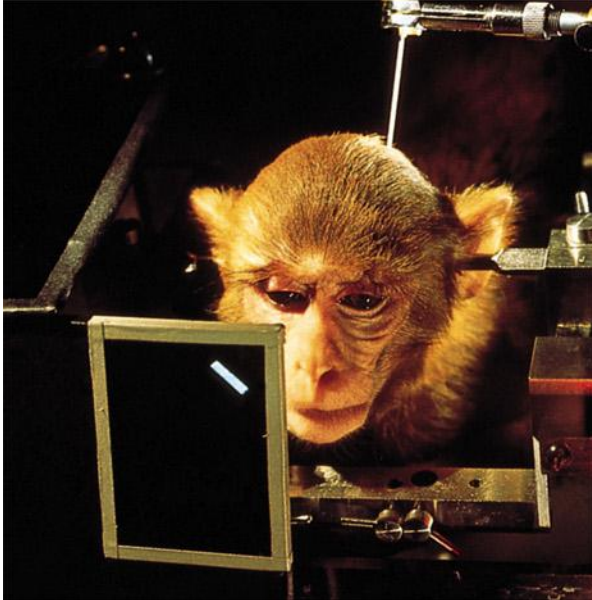


Action Potentials

Feature Detection

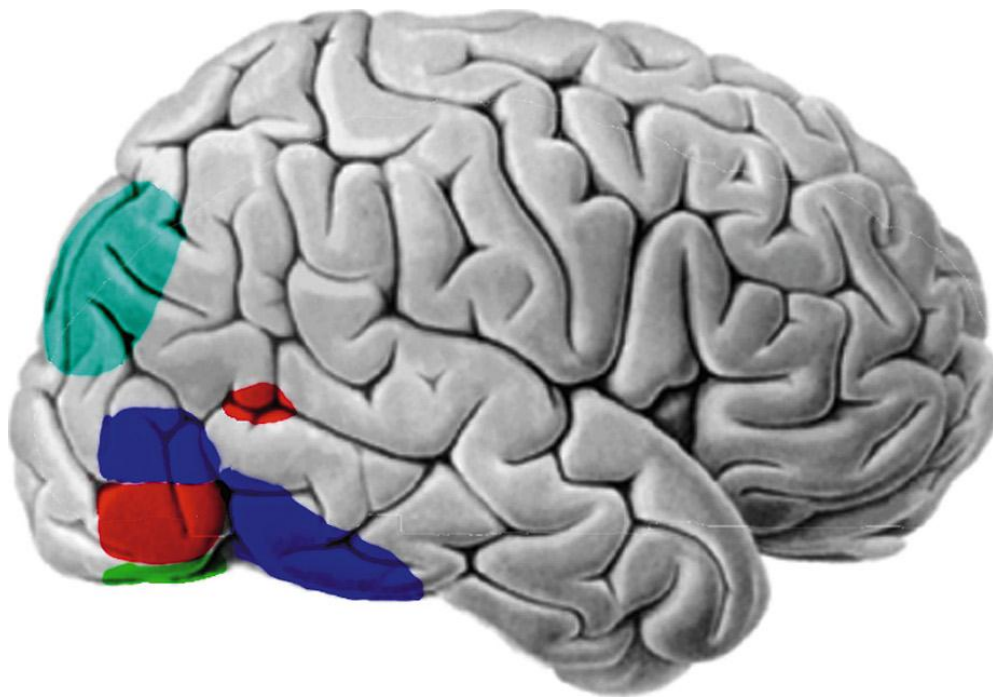
Nerve cells in the visual cortex respond to specific features, such as edges, angles, and movement.

Ross Kinnaid/ Allsport/ Getty Images



Shape Detection

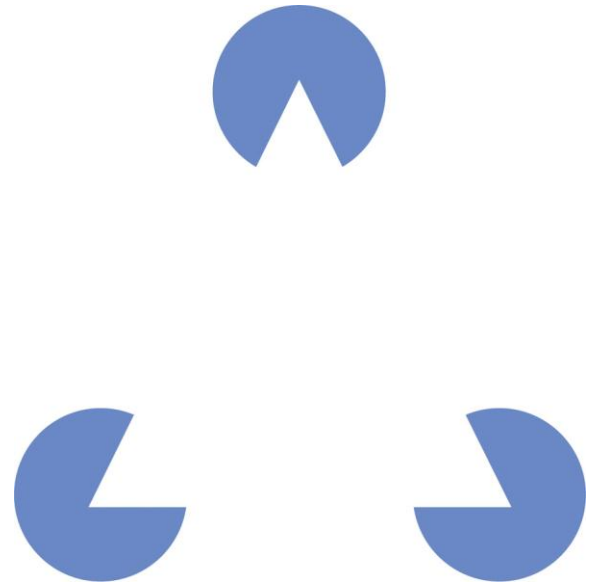
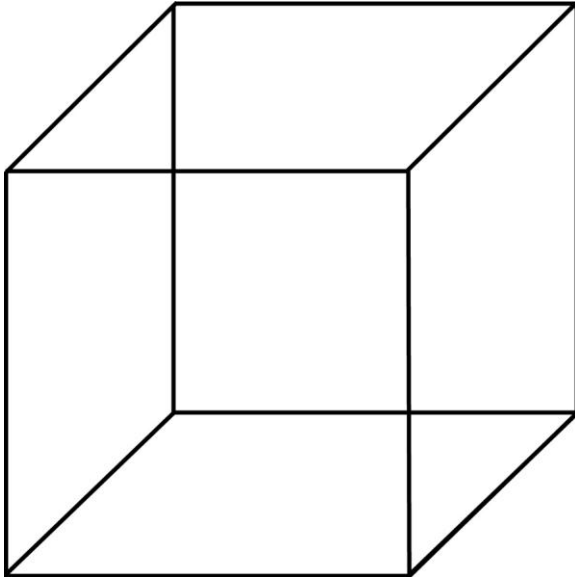
Specific combinations of temporal lobe activity occur as people look at shoes, faces, chairs and houses.



- **Faces**
- **Houses**
- **Chairs**
- **Houses and Chairs**

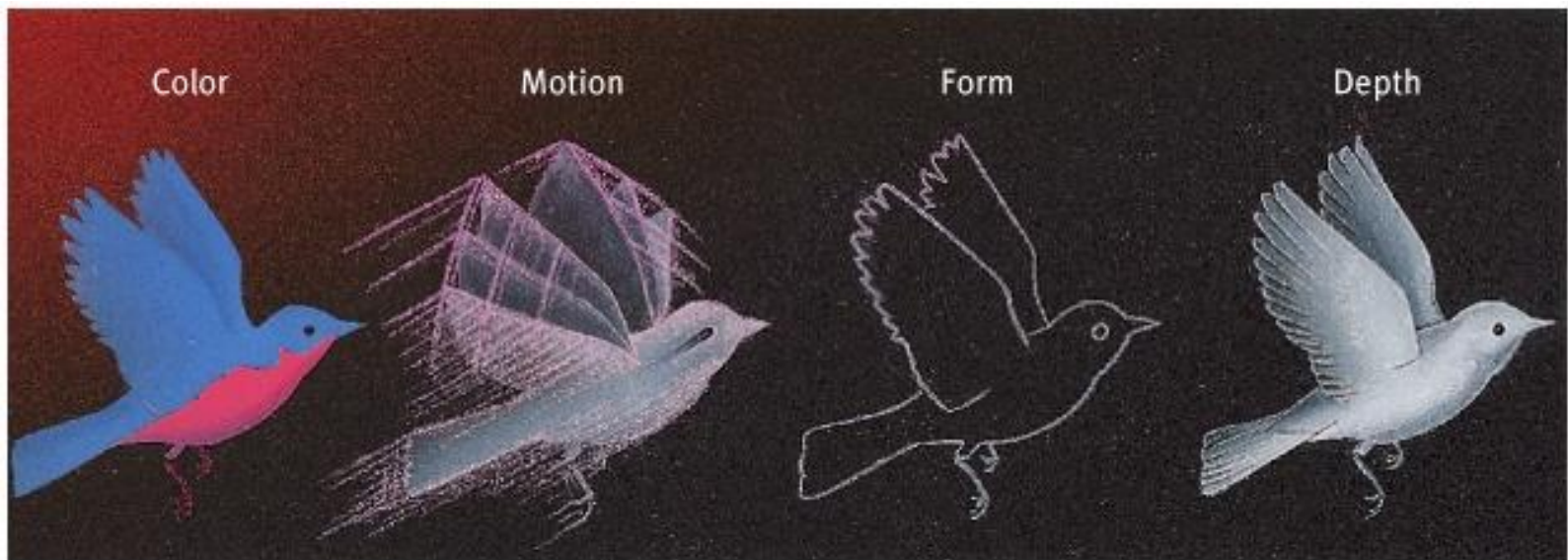
Perception in Brain

Our perceptions are a combination of sensory (bottom-up) and cognitive (top-down) processes.

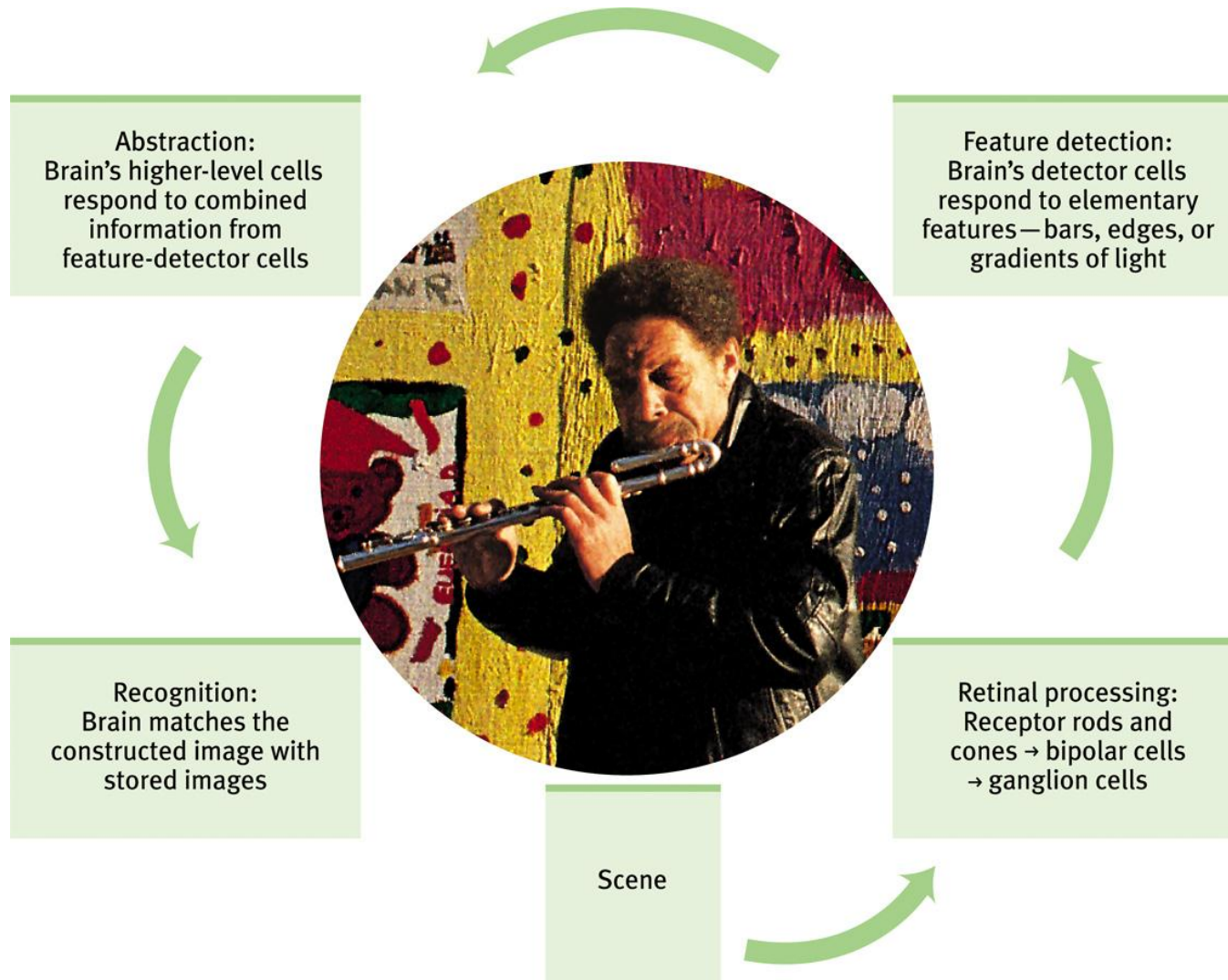


Visual Information Processing

Processing of several aspects of the stimulus simultaneously is called **parallel processing**. The brain divides a visual scene into subdivisions such as color, depth, form and movement etc.

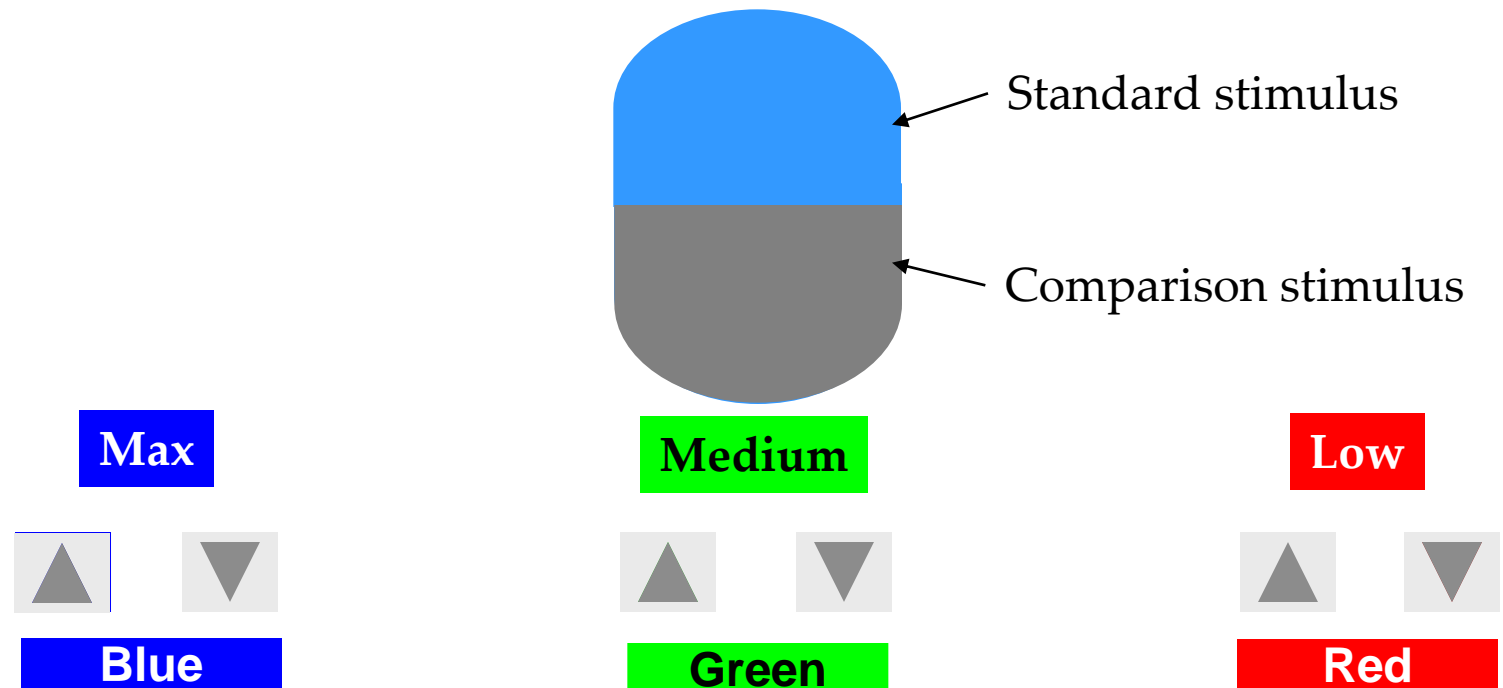


From Sensation to Recognition



Theories of Color Vision

Trichromatic theory: Based on behavioral experiments, Helmholtz suggested that the retina should contain three receptors that are sensitive to red, blue and green colors.



Subtraction of Colors

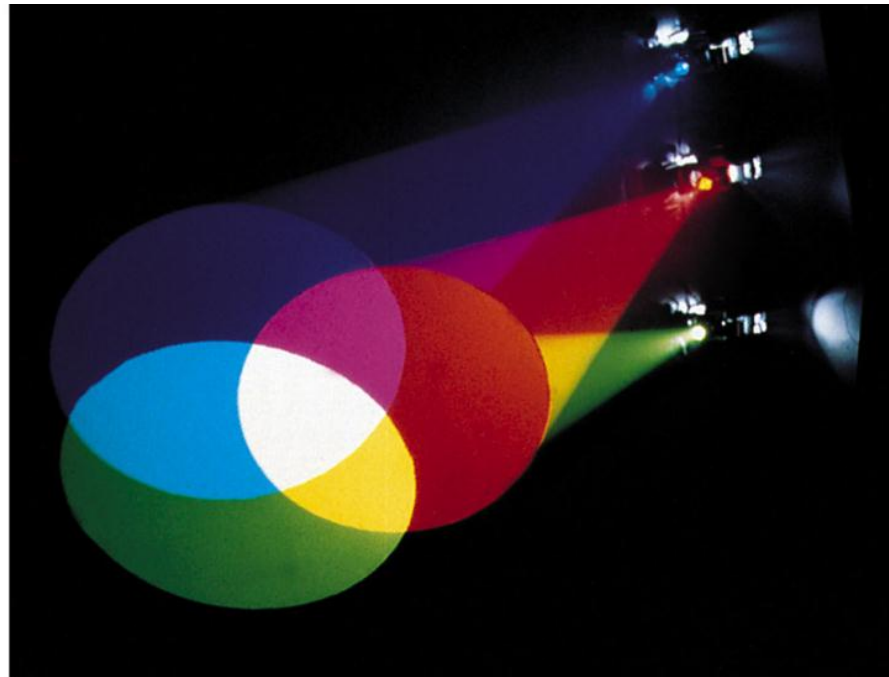
If three primary colors (pigments) are mixed, subtraction of all wavelengths occurs and the color black is the result.



Subtractive color mixing

Addition of Colors

If three primary colors (lights) are mixed, the wavelengths are added and the color white is the result.

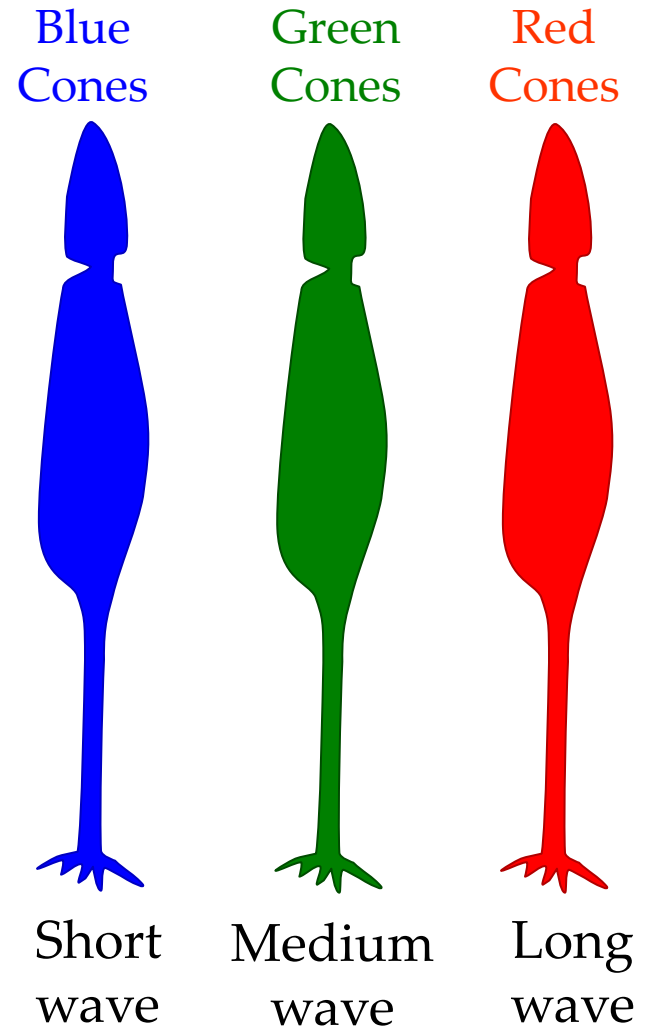


Fritz Goro, LIFE magazine, © 1971 Time Warner, Inc.

Additive color mixing

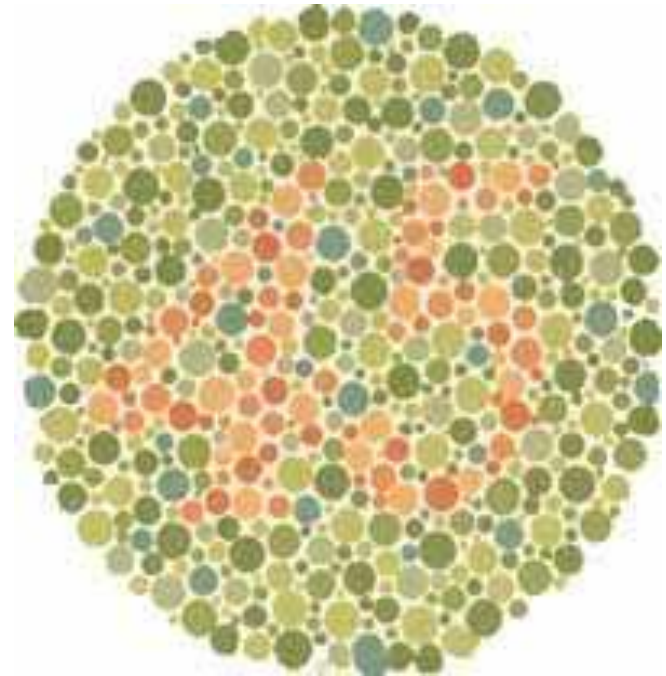
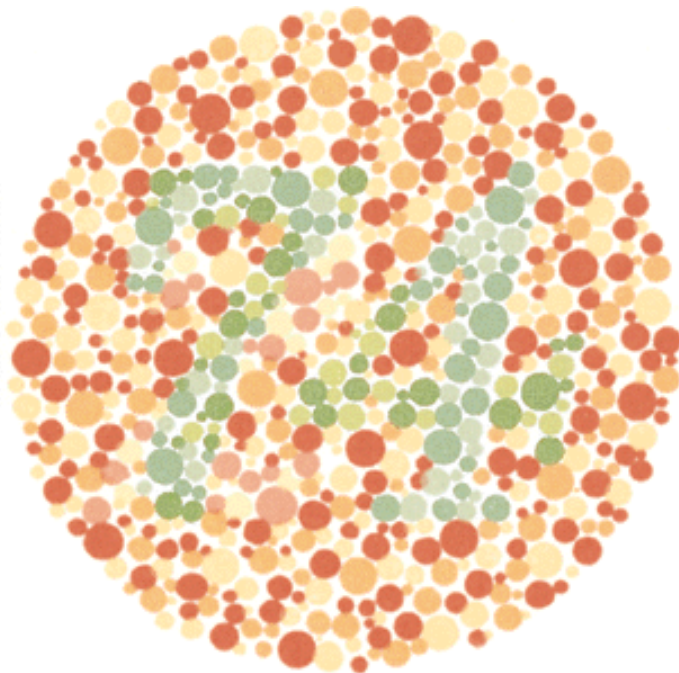
Photoreceptors

MacNichol, Wald and Brown (1967) measured directly the absorption spectra of visual pigments of single cones obtained from the retinas of humans.



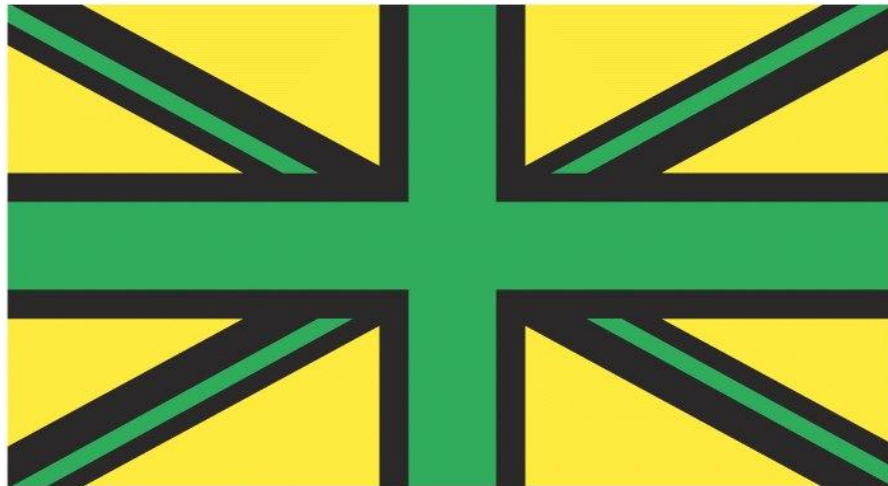
Color Blindness

Genetic disorder in which people are blind to green or red colors. This supports the Trichromatic theory.



Ishihara Test

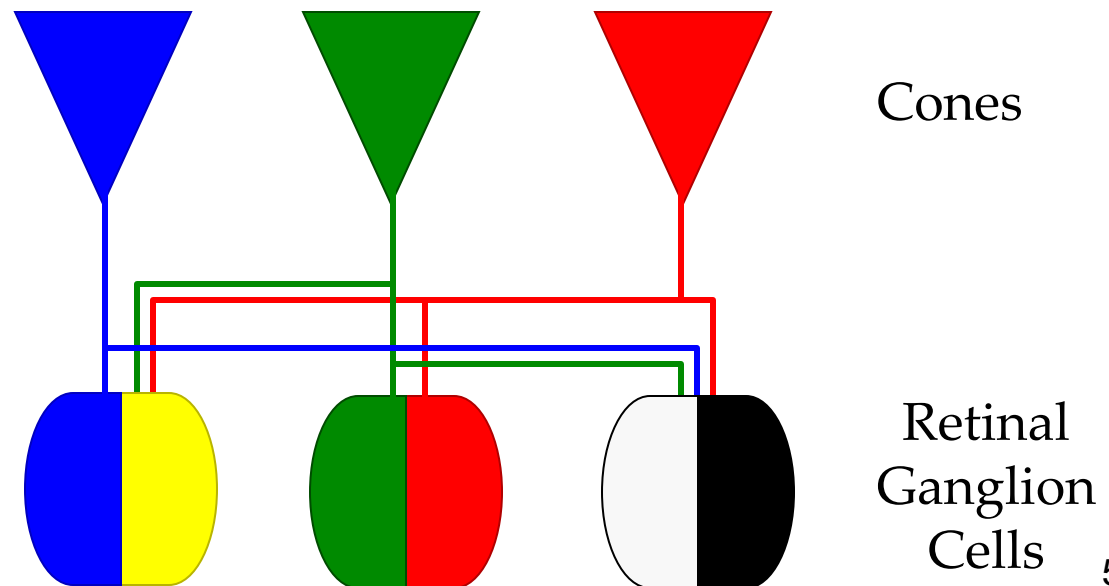
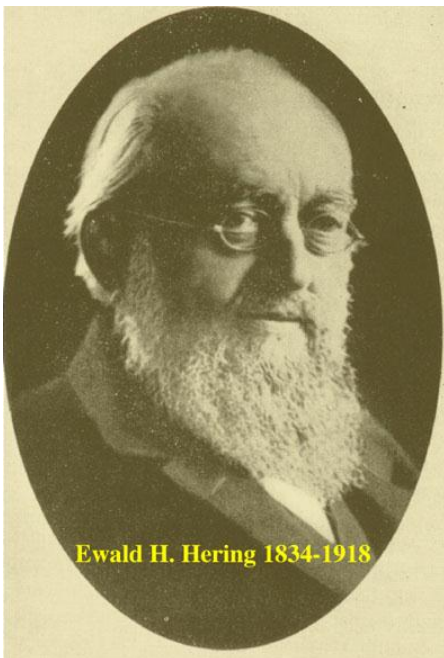
Opponent Colors



Gaze at the middle of the flag for about 30 Seconds. When it disappears, stare at the dot and report whether or not you see Britain's flag.

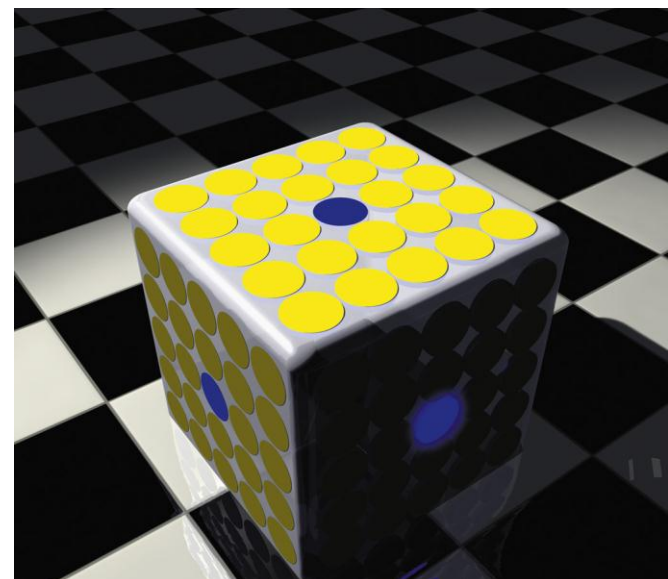
Opponent Process Theory

Hering proposed that we process four primary colors combined in pairs of red-green, blue-yellow, and black-white.



Color Constancy

Color of an object remains the same under different illuminations. However, when context changes the color of an object may look different.



R. Beau Lotto at University College, London

Audition

The Stimulus Input: Sound Waves

Sound waves are composed of compression and rarefaction of air molecules.



Acoustical transduction: Conversion of sound waves into neural impulses in the hair cells of the inner ear.

Sound Characteristics

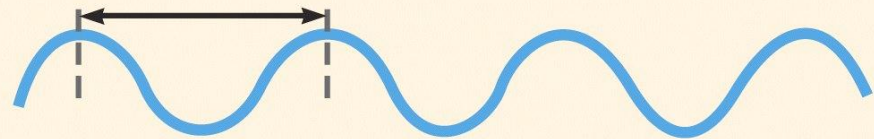
1. Frequency (pitch)
2. Intensity (loudness)
3. Quality (timbre)

Frequency (Pitch)

Frequency (pitch):
The dimension of frequency determined by the wavelength of sound.

Wavelength: The distance from the peak of one wave to the peak of the next.

Short wavelength = high frequency
(bluish colors, high-pitched sounds)



Long wavelength = low frequency
(reddish colors, low-pitched sounds)

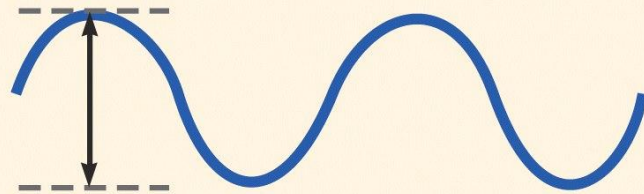


Intensity (Loudness)

Intensity (Loudness):

Amount of energy
in a wave,
determined by the
amplitude, relates
to the perceived
loudness.

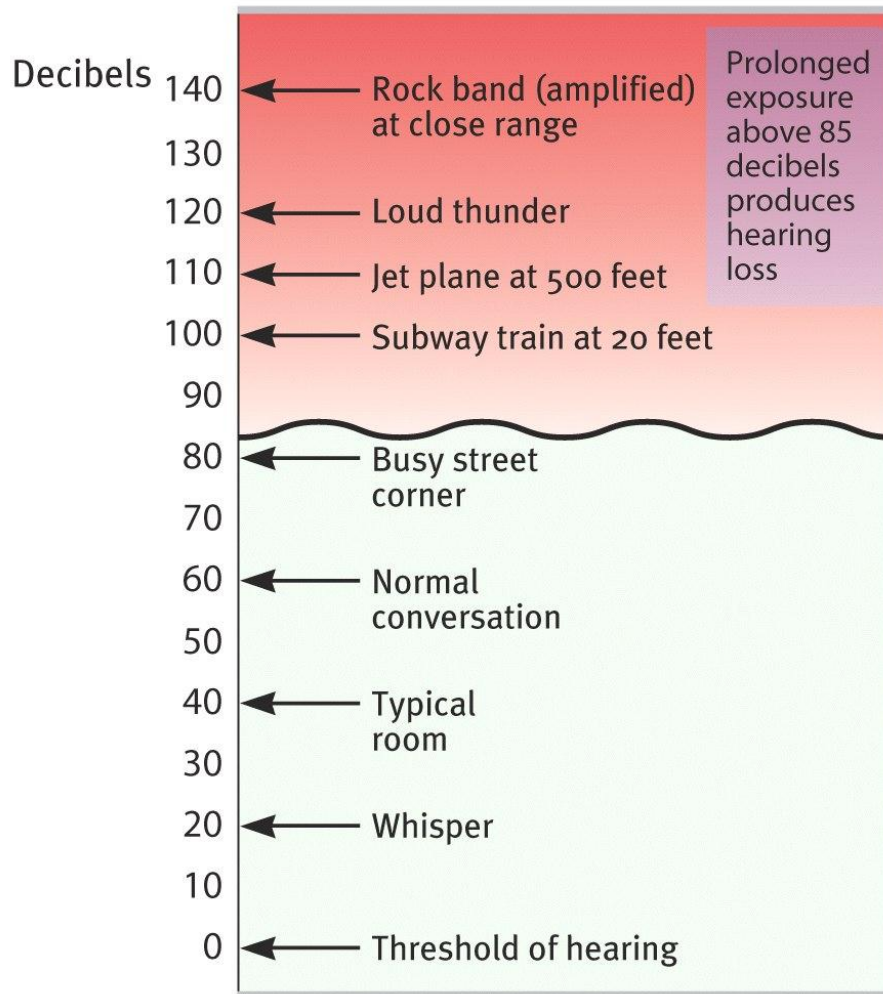
Great amplitude
(bright colors, loud sounds)



Small amplitude
(dull colors, soft sounds)



Loudness of Sound



120dB



70dB

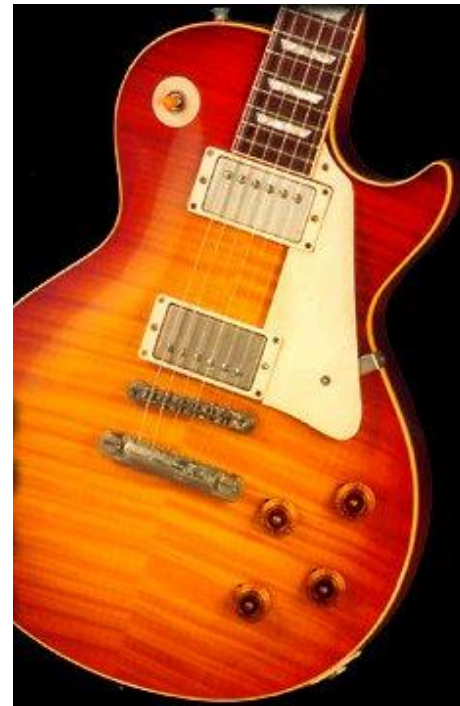
Quality (Timbre)

Quality (Timbre): Characteristics of sound from a zither and a guitar allows the ear to distinguish between the two.



www.jamesjonesinstruments.com

Zither



<http://www.1christian.net>

Guitar

Overtone

Overtone: Makes the distinction among musical instruments possible.



Sine Wave

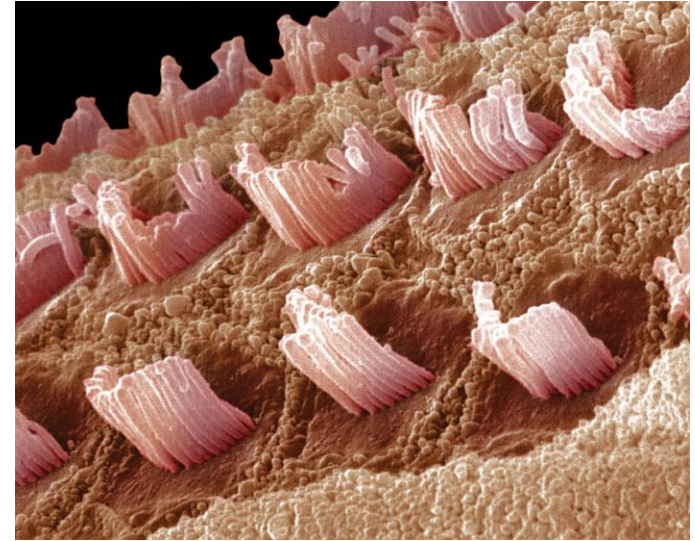
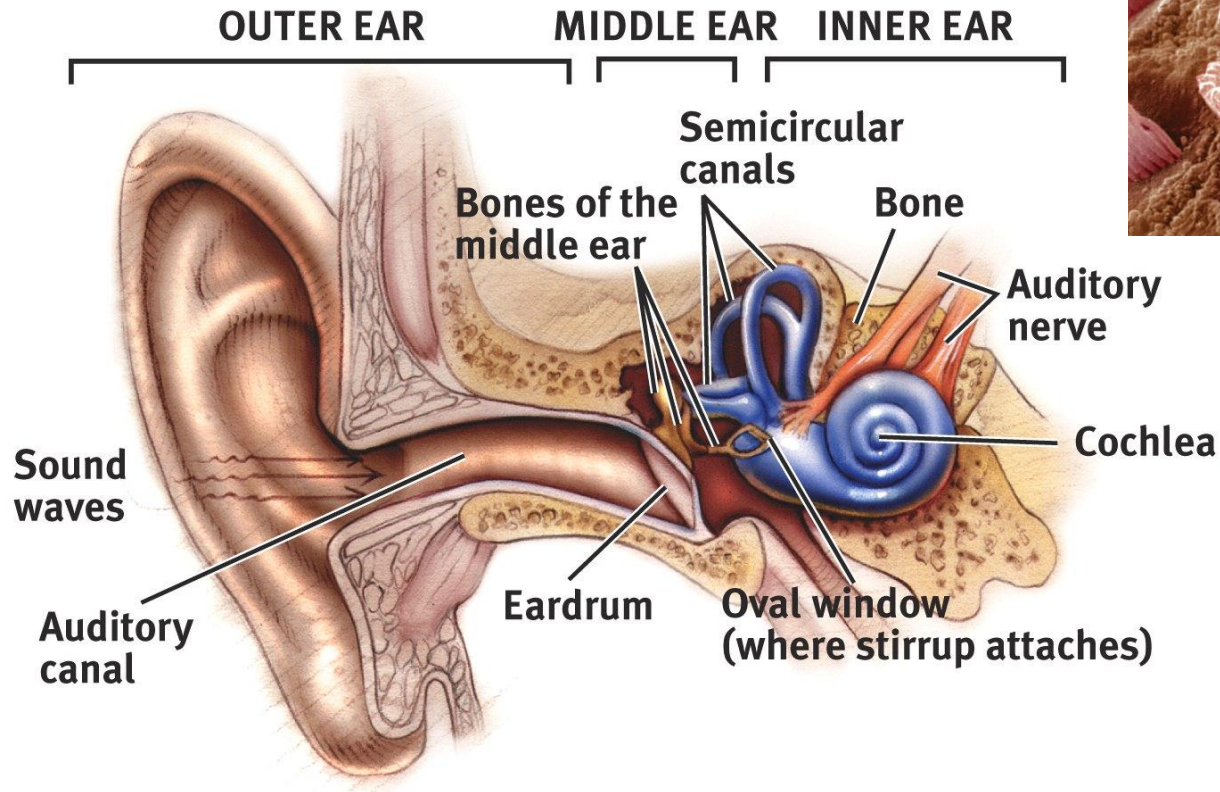


Violin



Piano

The Ear



Dr. Fred Hosler/Visuals Unlimited

The Ear

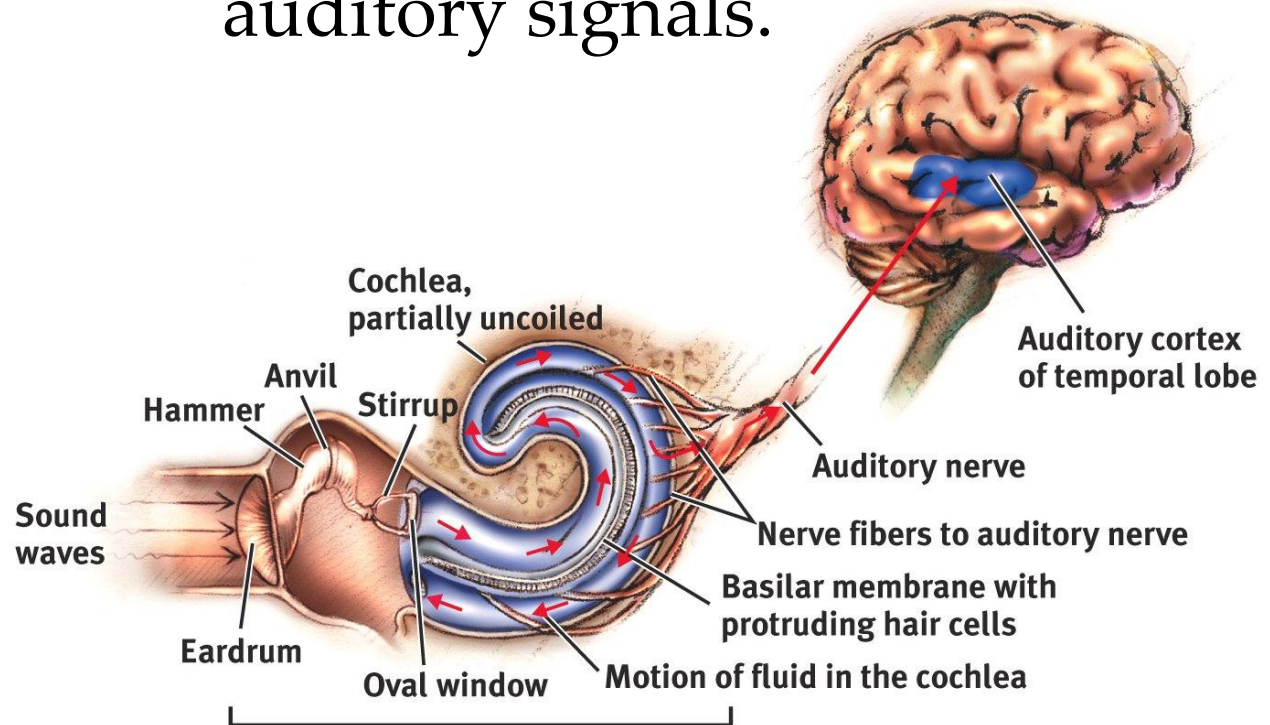
Outer Ear: Pinna. Collects sounds.

Middle Ear: Chamber between eardrum and cochlea containing three tiny bones (hammer, anvil, stirrup) that concentrate the vibrations of the eardrum on the cochlea's oval window.

Inner Ear: Innermost part of the ear, containing the cochlea, semicircular canals, and vestibular sacs.

Cochlea

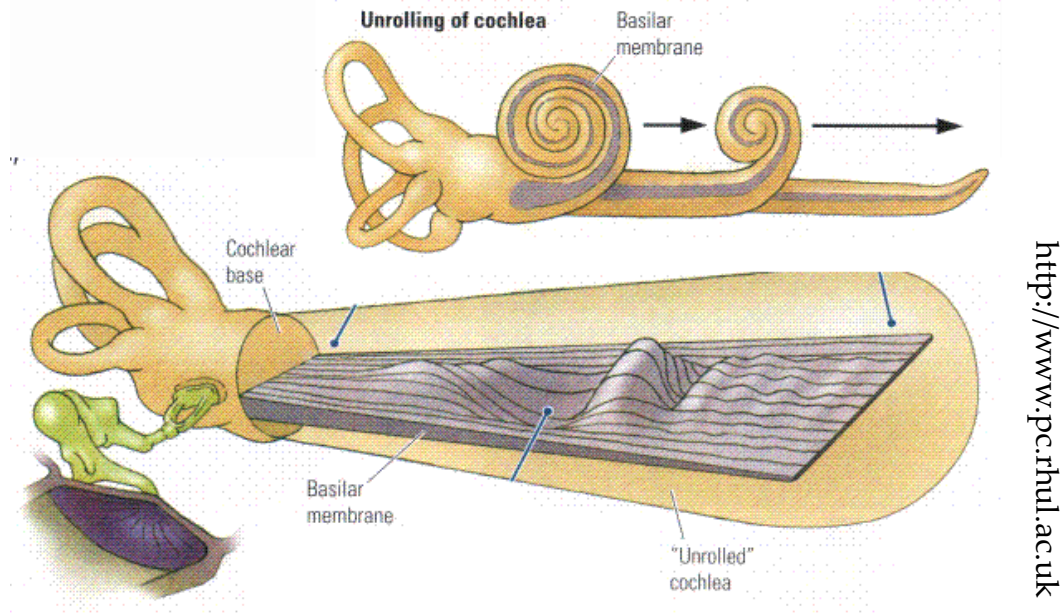
Cochlea: Coiled, bony, fluid-filled tube in the inner ear that transforms sound vibrations to auditory signals.



Enlargement of middle ear and inner ear, showing cochlea partially uncoiled for clarity

Theories of Audition

Place Theory suggests that sound frequencies stimulate the basilar membrane at specific places resulting in perceived pitch.

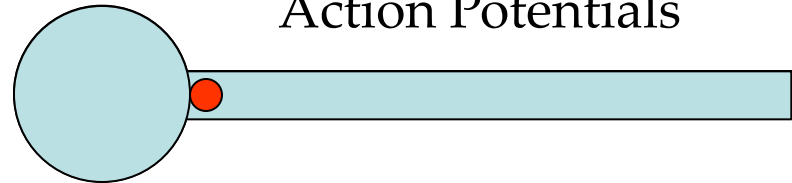


Theories of Audition

Frequency Theory states that the rate of nerve impulses traveling up the auditory nerve matches the frequency of a tone, thus enabling us to sense its pitch.



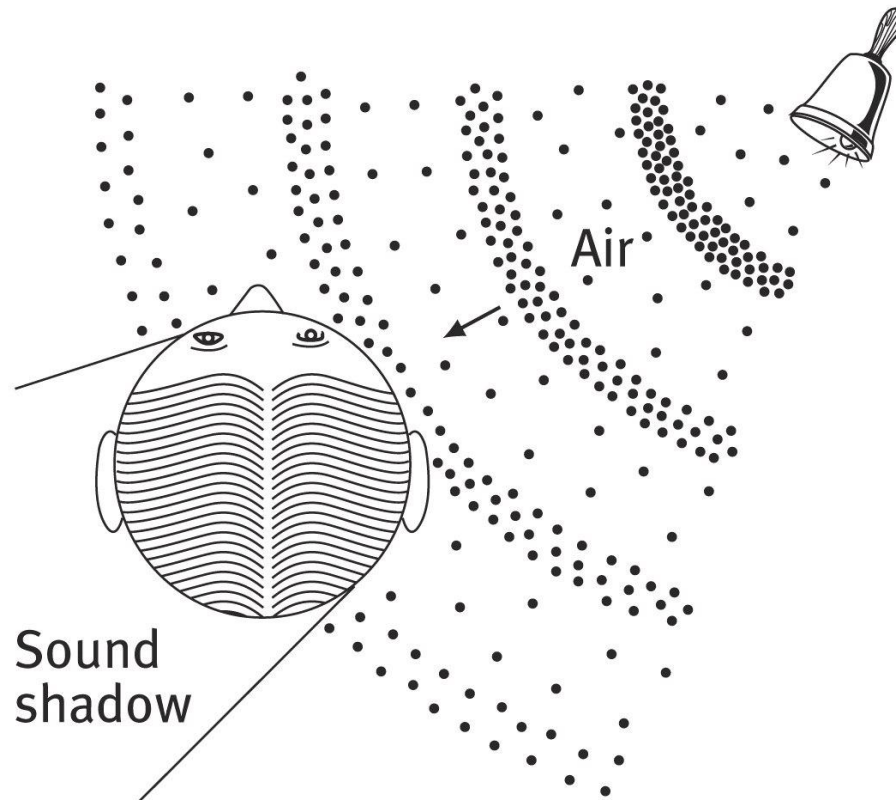
Sound
Frequency
200 Hz



Auditory Nerve
Action Potentials

Localization of Sounds

Because we have two ears, sounds that reach one ear faster than the other ear cause us to localize the sound.



Localization of Sound

1. Intensity differences
2. Time differences

Time differences as small as $1/100,000$ of a second can cause us to localize sound. The head acts as a “shadow” or partial sound barrier.

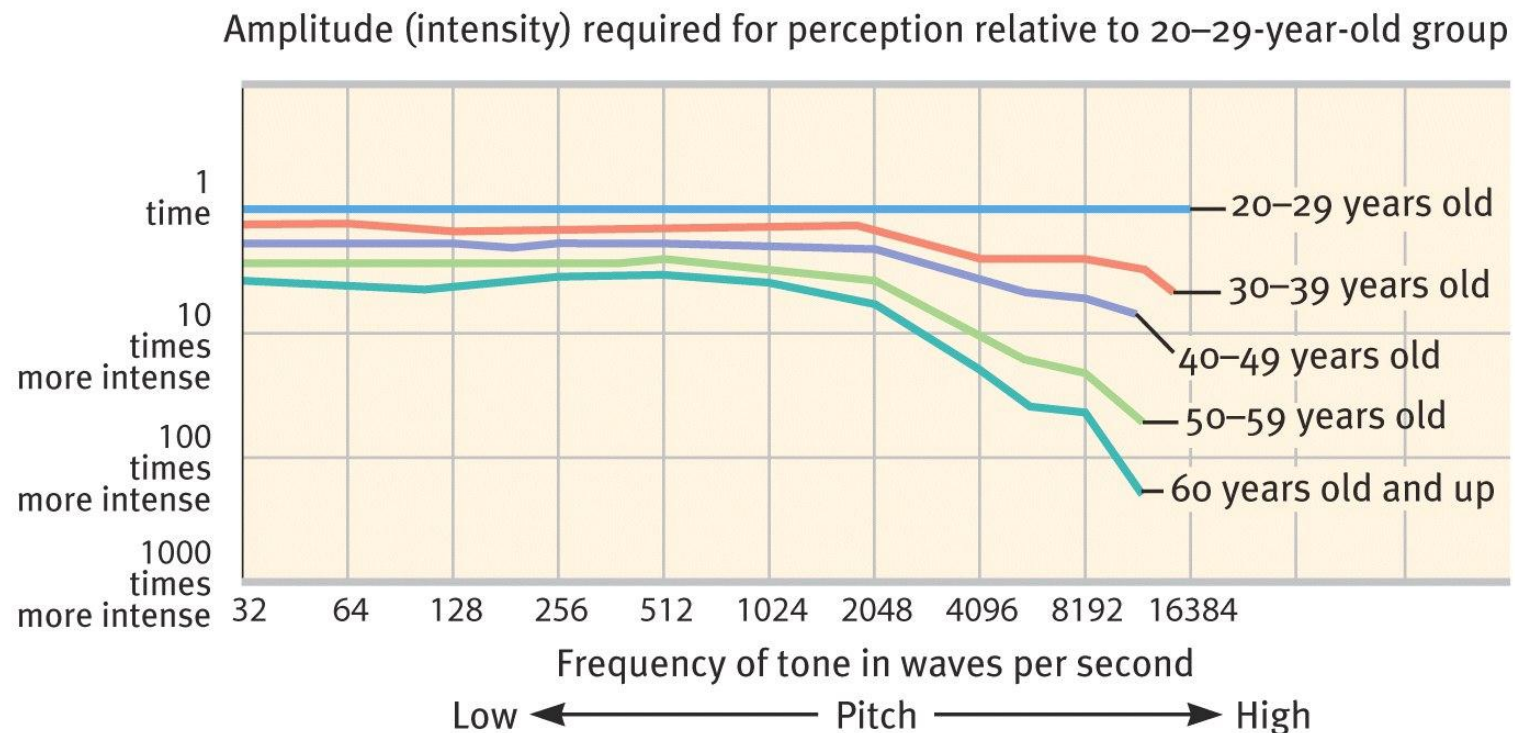
Hearing Loss

Conduction Hearing Loss: Hearing loss caused by damage to the mechanical system that conducts sound waves to the cochlea.

Sensorineural Hearing Loss: Hearing loss caused by damage to the cochlea's receptor cells or to the auditory nerve, also called nerve deafness.

Hearing Deficits

Older people tend to hear low frequencies well but suffer hearing loss when listening for high frequencies.



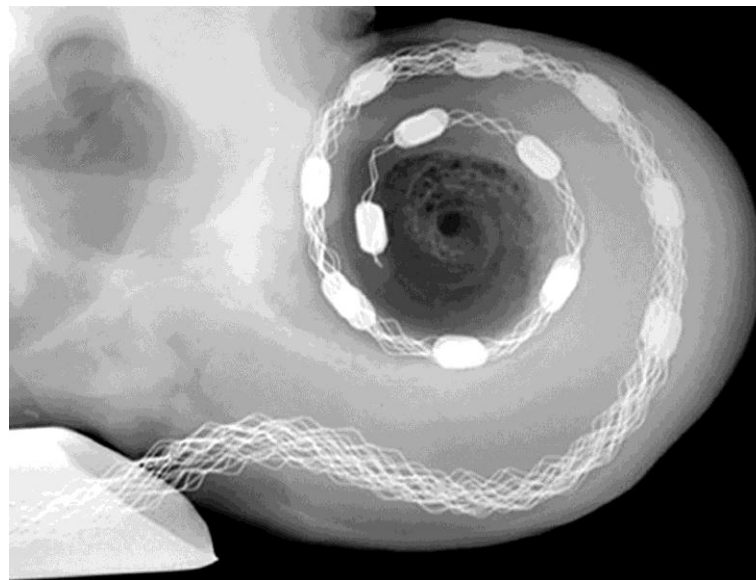
Deaf Culture

Cochlear implants are electronic devices that enable the brain to hear sounds.



EG Images/ J.S. Wilson ©

Deaf Musician



Wolfgang Gstotter. (2004) *American Scientist*, Vol. 92, Number 5. (p. 437)

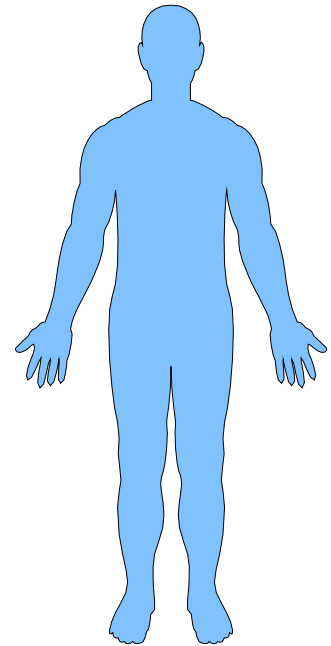
Cochlear Implant

Other Important Senses

The sense of touch is a mix of four distinct skin senses—pressure, warmth, cold, and pain.

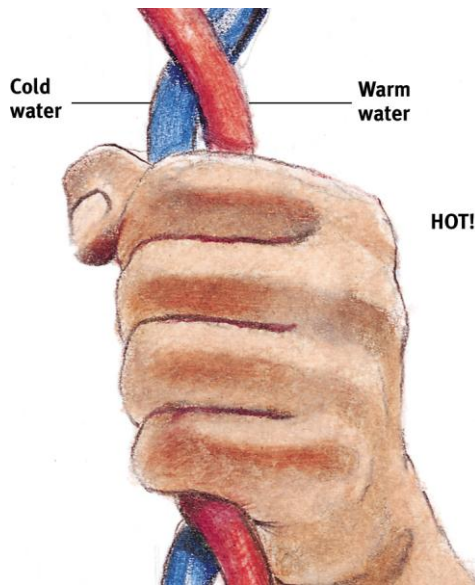


Bruce Ayers/ Stone/ Getty Images

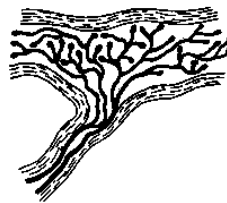


Skin Senses

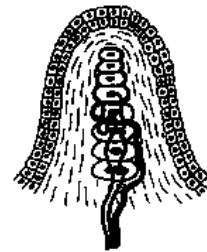
Only pressure has identifiable receptors. All other skin sensations are variations of pressure, warmth, cold and pain.



Burning hot



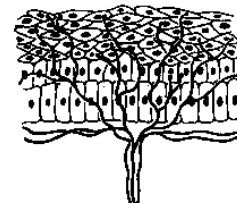
Pressure



Vibration



Vibration



Cold, warmth and pain

Pain

Pain tells the body that something has gone wrong. Usually pain results from damage to the skin and other tissues. A rare disease exists in which the afflicted person feels no pain.



AP Photo/Stephen Morton

Ashley Blocker (right) feels neither pain nor extreme hot or cold.

Biopsychosocial Influences

Biological influences

- activity in spinal cord's large and small fibers
- genetic differences in endorphin production
- the brain's interpretation of CNS activity



Psychological influences

- attention to pain
- learning based on experience
- expectation of pain relief



Social-cultural influences

- presence of others
- empathy for others' pain
- cultural expectations



Personal
experience
of pain

Gate-Control Theory

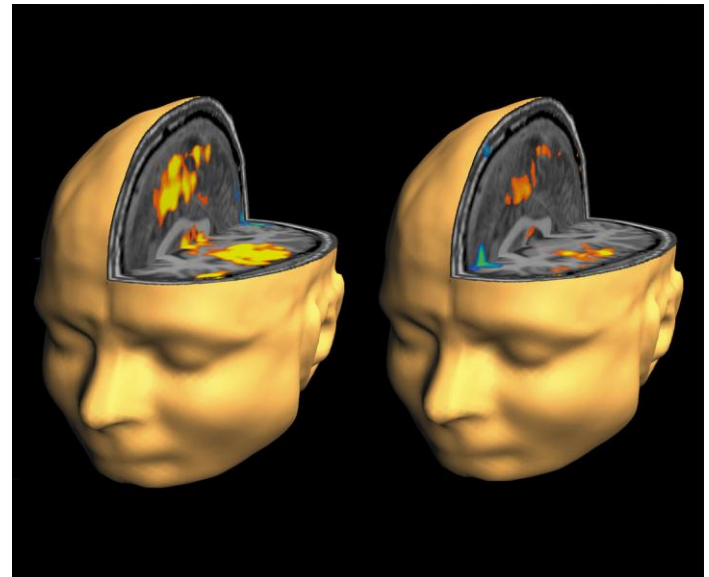
Melzack and Wall (1965, 1983) proposed that our spinal cord contains neurological “gates” that either block pain or allow it to be sensed.



Gary Comer/ PhototakeUSA.com

Pain Control

Pain can be controlled by a number of therapies including, drugs, surgery, acupuncture, exercise, hypnosis, and even thought distraction.



Todd Richards and Aric Vills, U.W.
©Hunter Hoffman, www.vrpain.com

Taste

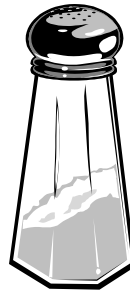
Traditionally, taste sensations consisted of sweet, salty, sour, and bitter tastes. Recently, receptors for a fifth taste have been discovered called “*Umami*”.



Sweet



Sour



Salty



Bitter



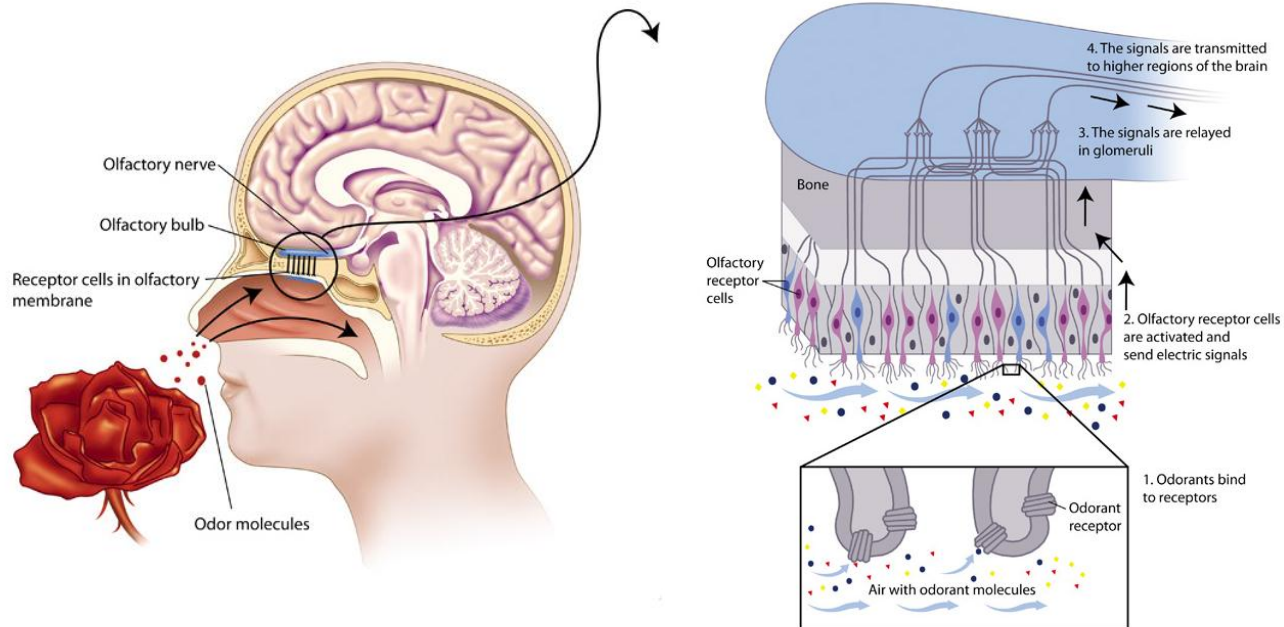
**Umami
(Fresh
Chicken)**

Sensory Interaction

When one sense affects another sense, **sensory interaction** takes place. So, the taste of strawberry interacts with its smell and its texture on the tongue to produce flavor.

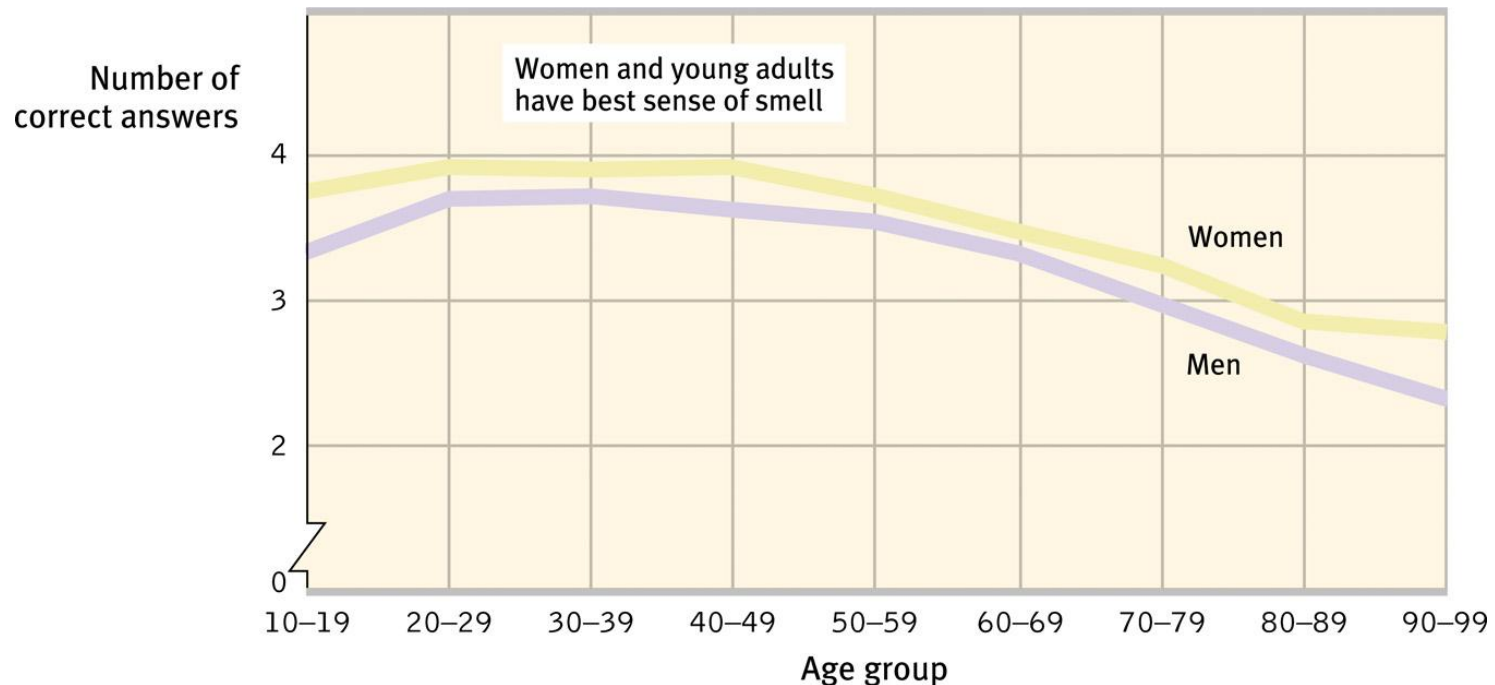
Smell

Like taste, smell is a chemical sense. Odorants enter the nasal cavity to stimulate 5 million receptors to sense smell. Unlike taste, there are many different forms of smell.



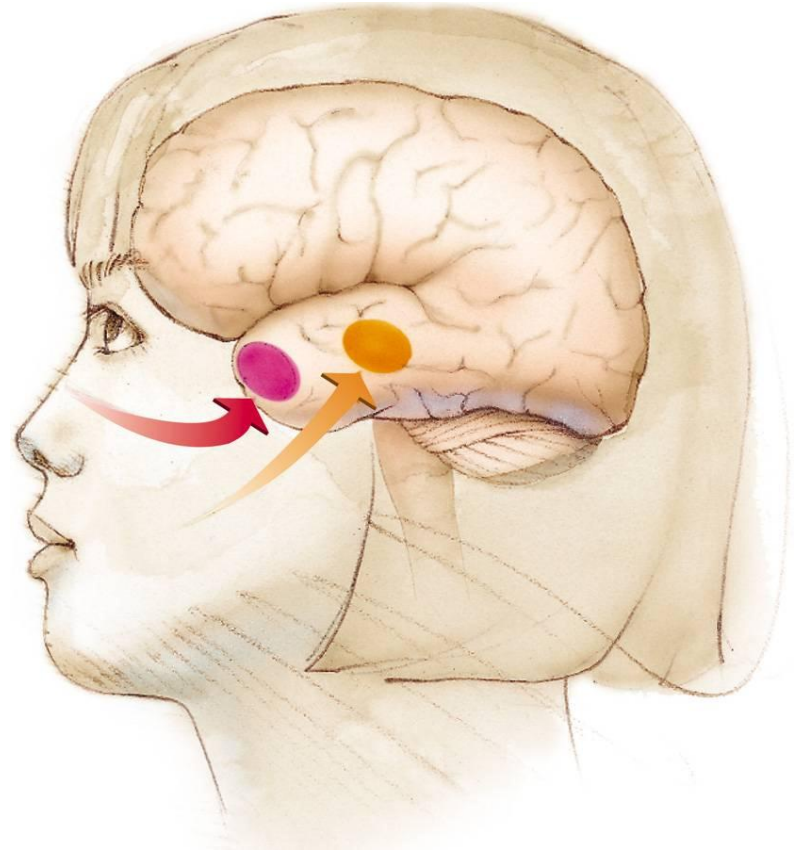
Age, Gender, and Smell

Ability to identify smell peaks during early adulthood, but steadily declines after that. Women are better at detecting odors than men.



Smell and Memories

The brain region for smell (in red) is closely connected with the brain regions involved with memory (limbic system). That is why strong memories are made through the sense of smell.



Body Position and Movement

The sense of our body parts' position and movement is called **kinesthesia**. The **vestibular sense** monitors the head (and body's) position.



<http://www.heyokamagazine.com>

Whirling Dervishes



Bob Daemrich/ The Image Works

Wire Walk